



## Annual Review 2018-19

Creating resilient, thriving communities  
Delivering social value  
Changing lives







The innovative  
structures and  
iconic art features at  
Phoenix Park were  
designed by the  
local community.



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# Chair's report

"We are making  
a difference and  
changing lives  
for the better."



The Land Trust celebrates its 15th birthday in 2019 and I don't think anybody could have anticipated how the organisation would grow during that time. Through our work across our 70 sites we are now having a positive impact on millions of people, whether that be through physical and mental health benefits, providing educational and training opportunities or protecting the investment people make in their homes through our management of green space around residential property developments.

We are making a difference and changing peoples' lives for the better.

It is with mixed emotions that I write in the pages of our annual review for the final time. When we established the Land Trust as a charity in 2010 it

was agreed that to keep the organisation fresh that no member of the board would serve for a period longer than nine years.

This year it is the turn of myself, Jeff Moore and Jane Garrett to retire. I thank Jeff and Jane for their contribution and I am delighted to hand over the role of chair to William Hiscocks.

In anticipation of further retirements I am really pleased to confirm the appointments of five new trustees who will bring valuable experience in areas such as biodiversity, master planning, finance and investment management.

The Land Trust is well positioned to continue to grow and increase its charitable delivery on its sites across the country. I leave it in very capable hands as it continues to make a positive contribution to so many peoples' lives.



# Chief Executive's report

## A year of delivery



This year has been a year of delivery, following some excellent development work in previous years.

We are delighted to report that six new sites transferred to our management portfolio, each with unique opportunities and challenges. They also reflect the different variety of work that we carry out and I truly believe that we are the only organisation in the country that is delivering the breadth of work that we do.



The Land Trust is passionate about creating green spaces where people want to live, work and play.



## Building new communities

Three of our new sites to come under management are residential service charge. Our commitment to delivering charitable impact to these new communities will be high priority for the Land Trust going forward.

This is particularly important when demand for new housing is at an all-time high and a substantial number of new large scale developments are coming through the planning system.

Since the late 1940's the country has been successful in building new homes –where we have failed is in creating resilient, healthy sustainable new communities.

The country is littered with post-war estates that have become synonymous with anti-social behaviour, crime and community breakdown. Some of this was down to housing quality but much of it is down to a failure to create and maintain environments that people can relate to.



The failure to create a sustainable green environment in and around these developments is one of the main causes of community breakdown.

We firmly believe that our placekeeping philosophy tackles these issues, bringing new residents and communities together and helping turn houses into homes.



Over 24,000 people took part in community events on Land Trust sites in 2018-19

## Delivering charitable outcomes

**We are proud of our contribution to society through our management of parks and green spaces and the charitable outcomes we deliver. You will be able to read more about this throughout this review.**

We have continued to build on our charitable objectives and have developed our social value model to improve how we measure the impact that investment in well-managed green space brings to society as a whole.

Our new education strategy, which was launched in summer, has seen us continue our work with young people as we aim to inspire them to live healthy active lives. The completion of the new outdoor classroom at Greenwich Peninsula Ecology Park, London, and the new heritage centre at Port Sunlight River Park, Wirral, will continue to build on this work. Our Green Angels programme which provides vocational training for volunteers, young people, and those not in work, has also continued to thrive and will be rolled out on our sites at Hassall Green, Stoke on Trent, and Fort Burgoyne, Dover, in 2019-20.

Our sites also continue to make a significant impact on the physical and mental well-being of our residents and communities who live around them. Whether it is just going for a walk or taking part in an organised activity the benefits are clear and evidenced and we will continue to develop this work in the future. We are delighted to report a significant increase in activities to support people with mental health conditions with over 4,000 benefitting, up from 1,200 in 2017-18.

**“Our sites also continue to make a significant impact on the physical and mental well-being of our residents and communities who live around them.”**

While there has been a slight decrease in the number of school visits to our sites (where lack of available funding for travel often presents an obstacle) there has been a rise in the number of children engaging in activities on our sites, and the number of participants on our Green Angels courses continues to rise.

Our place-keeping approach has seen a substantial increase in the number of people attending large scale community events across our sites with 24,000 people attending such events in 2018-19, a rise of 9,000. This is particularly important when it comes to encouraging emotional ownership of our sites and bringing residents and communities together.

Volunteering has also continued to increase, and significantly so in the 64+ age category.





# 15 years of The Land Trust



Inspiring a love of the outdoors in young people is one of our key objectives.

## 15 years of the Land Trust

As you will read throughout this review we are celebrating 15 years of the Land Trust in 2019. I have been involved since day one and looking back at where we started it is amazing to see how far we have come.

It is a real privilege to lead an organisation that is having a positive effect on so many people's lives and I'm excited to see how much more we can achieve in the future and thankful for the team around us who contribute so much.

I also wanted to thank Peter Smith as retiring Chair who has made a huge contribution over the last nine years. His leadership has played a key role in our development and success and he will be greatly missed.

## Financial performance

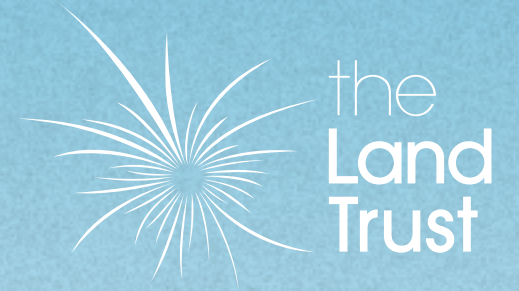
The Land Trust ended the year with £164.1 million of funds carried forward with £2.3 million of this classified as general funds.

The income yield on the portfolio remained consistent at 4% with total investment income of £5.7 million.

This enabled us to manage our sites sustainably and to achieve our charitable outcomes. Costs were well controlled with a modest increase in spend on charitable activities to £6.0 million.



# The Land Trust: The first 15 years



The Land Trust celebrated its 15th birthday in 2019. Established as a pilot project in 2004, before becoming a registered charity in 2010, we have welcomed millions of people to our sites over the last 15 years making a hugely positive impact with the communities based around our sites and changing people's lives for the better.

This timeline takes you back through some of the incredible things that have been achieved working with our fantastic team of managing partners and volunteers.

Here's to the next 15 years!

## 2004

- The Land Restoration Trust is established.
- Over the first three years of the pilot, eight sites and 400 hectares of land were transferred with an endowment to the Trust.

## 2010-2011

- HM Treasury approves the establishment of the Land Trust as an independent charity with five key charitable objectives of health, community and social cohesion, education, economy and environment.
- Cronton Colliery, Haig Colliery and Greenwich Ecology Park transfer to the Land Trust's management.

## 2011-2012

- The first full year of the Land Trust operating as a registered charity.
- Hectares under management increased from 985 hectares to 1,800.
- After 27 years of dereliction, Festival Gardens reopens in 2012 thanks to the hard work of the Land Trust.

## 2012-2013

- Land Trust has 2,000 hectares of land under management.
- 'The Lady of the North' Northumberlandia transfers to the Land Trust.
- Transformation of Port Sunlight River Park begins.
- Over 8,000 people attended community events on our sites.

## 2013-2014

- The Land Trust secures its 50th site.
- Land Trust endowment portfolio rises to over £100 million.
- Northumberlandia welcomes over 120,000 visitors and features on ITV's Tales of Northumberland with Robson Green.
- The Land Trust takes on historic site, Fort Burgoyne.
- Green Angels launched at Liverpool Festival Gardens.
- Greenwich Ecology Park, Elba Park, Weetslade and Beam Parklands receive Green Flag status.

## 2014-2015

- Over 44,000 people take part in organised activities on Land Trust sites.
- Countess of Chester Country Park officially opened by Duchess of Cornwall.
- Port Sunlight River Park (opened by local MP Alison McGovern) and Canvey Wick (opened by TV presenter Steve Backshall) also officially open to the general public.



## 2015-2016

- Land Trust named 'Client of the Year' at Landscape Institute Awards.
- The Land Trust secures first service charge site at Upton in Northampton with over 1,000 households contributing to green space by service charge.
- 72,000 people taking part in organised activities on our sites.
- Land Trust published independent social value study with 9 out of 10 people interviewed saying that our green spaces help make their local area more desirable and play a positive part in their happiness and wellbeing.
- Health for Life programme launched at Countess of Chester Country Park.

## 2016-2017

- Land Trust Residential Services wins Newcomer of the Year at 2017 Property Week RESI Awards. We also won the Cheshire Green Business Award and were shortlisted for the Guardian Sustainable Business Award.
- Published 'The Hidden Value of our Green Spaces' to explore the financial value of Beam Parklands and Silverdale Country Park.

## 2017-2018

- Over a million visitors to Land Trust sites for the first time in our history.
- Winner of Responsible Business Practice at High Sheriff of Cheshire Awards.
- Over £12 million of social and economic value delivered on Land Trust sites.
- £446k grant secured from Heritage Lottery Fund to build a visitor heritage centre and café at Port Sunlight River Park.
- New outdoor classroom at Greenwich Peninsula Ecology Park build complete.

## 2018-2019

- The Land Trust transfers six new sites to its portfolio including The Avenue Country Park, which was once considered one of Europe's most polluted sites.
- We break new ground taking on our first site in Scotland.
- New outdoor classroom opens at Greenwich Peninsula Ecology Park.
- Heritage centre and visitor café opens at Port Sunlight River Park.
- Nearly £300k secured from Denise Coates foundation to transform Hassall Green.

# Social value







**The long term success of our spaces is important to the reputation of the Land Trust, our managing partners and the developers and landowners we work with. We believe that our role goes beyond simply managing green space and is about creating communities and places where people want to live, work and play.**

In the pages of last year's annual review we wrote about our Social Value model that we developed in partnership with AMION Consulting. This model allows us to measure our impact by assessing the benefits of our green space management against our five key charitable objectives of:

- Environment and biodiversity
- Health and wellbeing
- Education and learning
- Economic vitality
- Community cohesion and volunteering

After analysing the information provided from across our sites in 2018-19 the results showed that for every £1 we spend there is an overall economic and social benefit to society of £7.50. This is a 100% increase on our figures in 2017-18 and is a fantastic achievement.

There are a number of factors that have contributed to the significant progress over the last 12 months and these are driven by the huge amount of activity delivered by our staff and managing partners on our sites.

There has been a 14% rise in the number of people taking part in health activities on our sites rising from 39,391 to 44,970. This adds social and economic value for a number of reasons.

Firstly, the positive impact that spending time in well managed green space can have on physical and mental wellbeing is huge and long term this results in financial savings for the health service. The rise of social prescribing will see this figure continue to grow over the next decade as decision

“There are a number of factors that have contributed to the significant progress over the last 12 months and these are driven by the huge amount of activity delivered by our staff and managing partners on our sites.”

makers continue to look at innovative new ways to tackle issues such as obesity, diabetes and depression, which not only cost the NHS billions of pounds each year, but also the economy with millions of working days lost each year to physical and mental health ailments.

Our placekeeping approach, designed to encourage emotional ownership of our green spaces, has contributed to a 14% increase in the number of people enjoying community activities on our sites. Building communities in this manner creates social cohesion, which can increase the value of residential properties based near our sites.

Visitor numbers continue to rise and for the second year in succession we have had over a million people enjoy spending time on our green spaces. These visits make a positive impact on the economy with increased spending in local businesses situated around our sites. Our effective green space management and this consistent rise in visitor numbers has also encouraged a number



of new businesses to begin operation on our green spaces. This has increased from nine in 2017-18 to 86 in the last year.

As we take more sites on the financial contribution the Land Trust makes to the local economy is also significant. When employing managing partners or contractors our philosophy is that it is important, wherever possible, to ensure that we employ local businesses. This creates jobs and employment opportunities within the community and also has the added benefit of the people we work with having local knowledge which is vital when liaising with communities or our service charge customers.

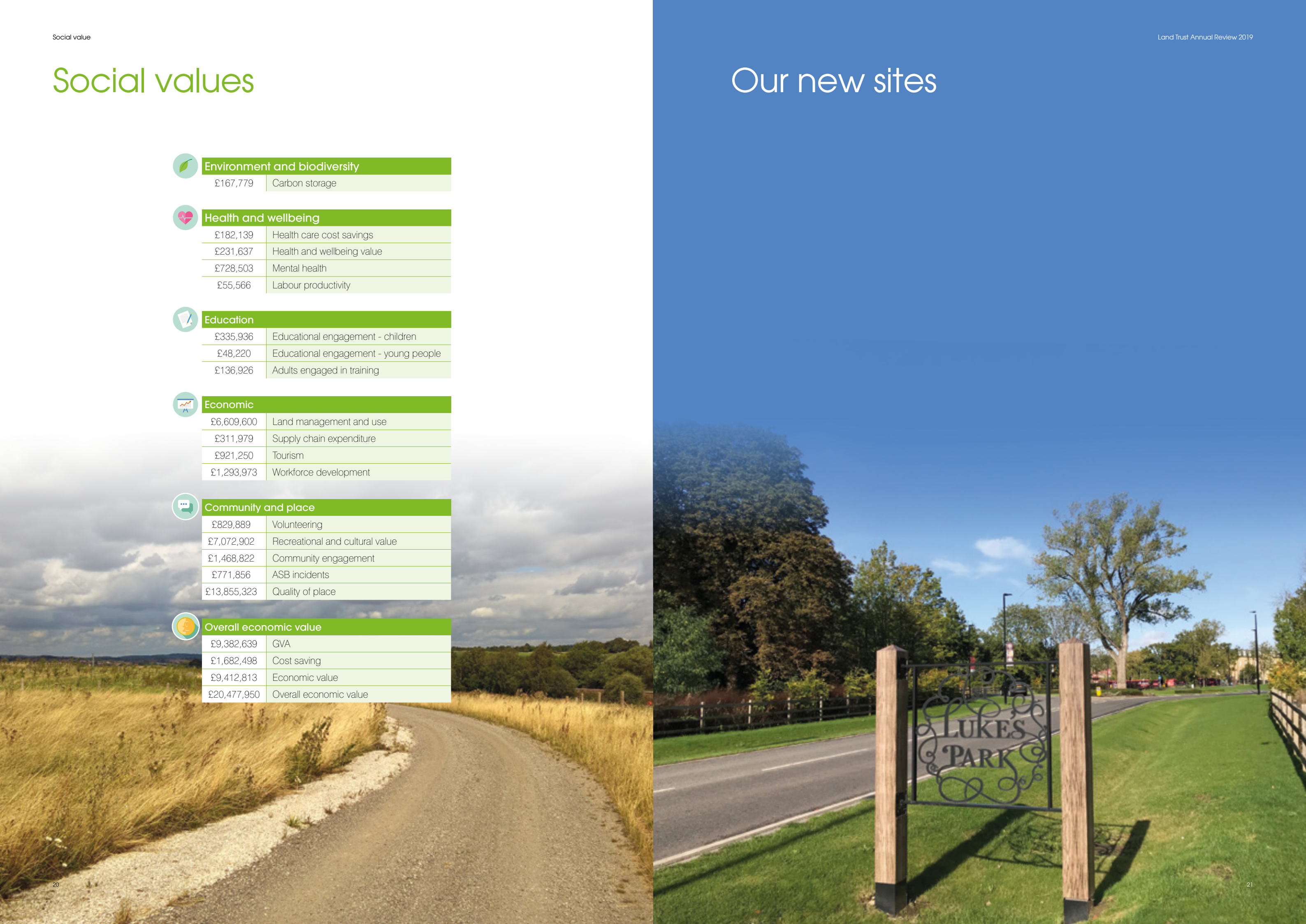
The number of people benefiting from our flagship environmental Green Angels training programme has more than doubled over the previous 12 months with 77 people taking part in at least one of our range of courses in 2018-19. A number of our participants have gone on to further education, while others have got back into employment or set up their own businesses.



# Social values

	<b>Environment and biodiversity</b>	
	£167,779	Carbon storage
	<b>Health and wellbeing</b>	
	£182,139	Health care cost savings
	£231,637	Health and wellbeing value
	£728,503	Mental health
	£55,566	Labour productivity
	<b>Education</b>	
	£335,936	Educational engagement - children
	£48,220	Educational engagement - young people
	£136,926	Adults engaged in training
	<b>Economic</b>	
	£6,609,600	Land management and use
	£311,979	Supply chain expenditure
	£921,250	Tourism
	£1,293,973	Workforce development
	<b>Community and place</b>	
	£829,889	Volunteering
	£7,072,902	Recreational and cultural value
	£1,468,822	Community engagement
	£771,856	ASB incidents
	£13,855,323	Quality of place
	<b>Overall economic value</b>	
	£9,382,639	GVA
	£1,682,498	Cost saving
	£9,412,813	Economic value
	£20,477,950	Overall economic value

# Our new sites







## Cardowan

We were pleased to add Cardowan to our management portfolio in March 2019 – the Land Trust's first site in Scotland.

The significant green spaces around this development have been developed to fulfil a whole range of shared functions such as providing safe pedestrian and cycle access routes, allowing for sustainable drainage and creating leisure and social opportunities, all for community benefit. The site also includes play equipment and a multi-use games area for children and families to enjoy.



## St Luke's Park

St. Luke's Park is an attractive new community with a rich infrastructure of communal open spaces, containing thriving green meadows and wildlife.

The Land Trust currently has responsibility for green space within phase one of the development and on the approach road into the site. We will take on further phases of the development over the next couple of years.







### St Michael's Hurst

At St Michael's Hurst we will manage the green infrastructure within the growing property development as well as having responsibility for Bat Willow Hurst Country Park which is situated adjacent to the site.



### The Avenue Country Park

Once one of Europe's most polluted sites, The Avenue Country Park, is now an award winning parkland and wildlife reserve. The 90 hectare former Coking Works in North East Derbyshire has benefitted from significant investment by Homes England and its predecessors over the last 20 years, with the freehold of the site transferring to the Land Trust's management in 2019.

Situated just outside the busy town of Chesterfield, the country park is a public open space with a fascinating history and a bright future.

Originally a colliery, open cast and underground mine, at its peak Avenue Coking Works employed 800 people and produced 1,400 tonnes of smokeless fuel a day and was the focal point of the community for three and a half decades. The Land Trust's vision for the future has echoes of this history, with an opportunity for the site to become the beating heart of the community once more.



The resulting green space will showcase how a highly contaminated green space can be transformed for the long term to provide significant social value including health and well-being benefits for the whole community, protecting and increasing property values and booming environmental habitats.



# Projects of the year



## Castle Hill Country Park

The Land Trust is working in partnership with Laverstock and Ford Parish Council to develop Castle Hill Country Park and maximise the benefits for the local community and wildlife.

Situated on former farmland, Castle Hill provides fine views across South Wiltshire. The site is a great place to spot wildlife with the Skylarks in spring a particular highlight.



## Twywell Hills and Dales

The management of the site was passed to the Land Trust from East Northamptonshire Council (ENC). Throughout the initial stages of the handover, we will work in partnership with ENC to work with and develop the Friends of Twywell Hills and Dales group, which will ensure any improvements meet the needs of local residents and visitors to the site.

Part of Twywell Hills and Dales is a designated Site of Special Scientific Interest for botany but with an excellent invertebrate fauna which is replicated over more of the site. The site is also recognised as the best place for butterflies in Northamptonshire.







### Outdoor classroom at Greenwich

We were delighted to officially open our new outdoor classroom at Greenwich Peninsula Ecology Park in October. This project was funded by Ikea, Bernard Sunley Charitable Foundation, People's Postcode Lottery, Veolia Environmental Trust as well as through generous donations from local fundraising efforts by the Friends of Greenwich Peninsula Ecology Park.

The classroom has enabled our managing partner, TCV, to deliver more educational activities on the site, allowing more children from schools across London to find out about the wildlife on their doorstep.

The classroom also provides a venue for activities and events for people of all ages and encourage people from across the community to engage with their local green space.



### Heritage Centre at Port Sunlight River Park

Work on the new heritage centre was completed with the opening event attended by world boxing champion Callum Smith, a passionate campaigner for Autism Awareness.

Funded by a grant of nearly £500,000 from Heritage Lottery Fund, the new heritage centre overlooks the River Mersey and includes a café and event space which can host school visits and community groups.

The café will also provide a source of income for the site which will be used to increase charitable delivery.



## Fallen for the Fallen at Countess of Chester Country Park

At the Land Trust we are incredibly proud of the work our volunteers accomplish on our sites. They really go the extra mile and nowhere is this more evident than our site at Countess of Chester Country Park, where the site's passionate Friends Of Group marked the centenary of the end of World War One with their Fallen for the Fallen trail.

The three kilometre trail that runs through the streets of Upton-by-Chester, is designed to spark memories, not only of those who died during the Great War, and whose names are on the Upton War memorial, but also of those who came back, often physically or mentally scarred.

The project used a cedar tree from the Upton area, planted about the time of the Great War, which had come to the end of its life and had to be felled.

The wood was used to create a walking trail of carved poppies beginning at the Upton War Memorial and finishing at a beautiful carved bench in the Countess of Chester Country Park.

Andy Scargill, from The Friends of Countess of Chester, said: "Fallen for the Fallen grew out of a simple wish to somehow remember the 27 servicemen on the war memorial at Upton, who died in what can only be described as the unimaginable horror of the killing fields of France, 100 years ago.

"The journey began with a tree being felled in a suburban road in Upton and it has ended with a permanent memory and a fitting tribute to those who fell, for us, 100 years ago."

"Fallen for the Fallen  
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war memorial at Upton..."





“The ambition was that the naturalisation of the brook would lead to less silting and greater growth and diversity of plant life, resulting in a natural way to combat the pollution.”



## Dinnington Brook restoration

Over the last year, our managing partners on our site at Dinnington, The Conservation Volunteers, have led a project to successfully complete the restoration of a brook that runs through the site.

The work was designed as part of a landscape scale project to reduce levels of water pollution in minor rivers. The brook at Dinnington contained high levels of phosphates, was overgrown and no longer supported crayfish, amphibians or water vole.

The ambition was that the naturalisation of the

brook would lead to less silting and greater growth and diversity of plant life, resulting in a natural way to combat the pollution.

Work then involved clearing the mass of overgrown scrub and digging the new channel, which has several heights that will allow small areas of river bank to flood during high water events.

The early results of the project have been very positive with water flowing well and light levels significantly increased.

## Health





The Land Trust is extremely proud of the work we do to improve the physical and mental wellbeing of our communities and this is reflected in the activities we deliver on our sites.



'Laughter is the best medicine' – volunteers at Countess of Chester Country Park enjoying a laughter workshop.

## Annual health theme

This year the Land Trust's focus was on mental health. One in four people in the UK will suffer from a mental health illness each year and this number is increasing, putting a strain on our health services, costing businesses millions of working days a year and having a significant impact on the economy.

The increased awareness of mental health issues in the wider public due to the work of charities like Mind and social media campaigns such as Mental Health Awareness Week has been pivotal to changing the conversation around mental wellbeing.

The good news is that there is increasing amounts of research evidencing that spending time outdoors in well managed green space improves mental wellbeing. At the Land Trust we wanted to play our part and the activities we have delivered across our portfolio over the last 12 months have proven very beneficial to participants mental and physical health.



## Parkrun

The popular weekly running event parkrun is now held on two of our sites with hundreds of runners taking part in the free 5k run at the Countess of Chester Country Park and Frickley Country Park every Saturday morning.

Over 8,000 runners have taken part in Chester's event, with an average of 274 enthusiastic visitors taking part every week. Their record attendance was in January 2019 when 614 people took part.

Frickley Country Park's parkrun was established by members of the Friends of group in January 2019 and has since hosted over 1,000 runners with an average of 111 participants per week. This route is famous for its challenging hills and fantastic views. Its biggest attendance so far has been 308.



Thousands of runners enjoy Parkrun on our sites at Countess of Chester and Frickley.





### Health site of the year

Frickley Country Park was the winner of the Land Trust's Health Site of the Year award in 2019. Alongside parkrun there is a wide variety of health activities happening with Nordic Walking and ladies fitness sessions proving popular. The football pitches are well used with over 5,000 visits to the four pitches in 2018-19, with several youth teams using them as their base.

The football pitches and parkrun events have brought hundreds of new visitors to the park, many of whom now visit for walks and runs on their own. The site is now more popular with locals, with many choosing to walk their dogs or take a relaxing walk on the park.

"The football pitches and parkrun events have brought hundreds of new visitors to the park, many of whom now visit the park for walks and runs on their own."







The Land Trust is passionate about the physical and mental health benefits that green space can bring.

## Health for Life project

Our Health for Life project, which featured in the pages of last year's annual review has continued to be recognised as an exemplar piece of research. The project was submitted for consideration for presentation at the Public Health England, Cardiovascular Disease Prevention Conference and was selected with our Director of Portfolio Management, Alan Carter, and Managing Director of Green Gym, Craig Lister presenting in front of health professionals at the event at Old Trafford.

Alan also presented the research findings at a Place and Health Day organised by the Landscape Institute, and it was nominated for awards at the Horticulture Custodian Awards and the North West RICS Awards.

We give thanks to the members of our Health Advisory Group for their assistance and support over this last twelve months. The wealth of knowledge they bring to the Trust is greatly appreciated.

# Education





Green spaces are great places to learn about nature and the environment. We remain committed to creating spaces that facilitate learning, and provide educational opportunities that lead to further education or in many cases employment.



### Learning outdoors and our education pack

There is increasing amounts of research looking at the positive impact that learning outdoors can have on young people. This not only increases the awareness of the natural environment around them but can help in more traditional subjects such as English, Numeracy and Science. The change in environment can have a calming effect on many pupils, improving concentration levels and better facilitating learning. The continued success of Forest Schools which run on many of our sites continues to evidence this.

As part of our education strategy, which we launched last year, we have developed an education pack which will be used first on our site at Davy Down. The pack includes a number of activities which combine being outdoors with learning and we hope will inspire young people to choose to spend time in green space. The long term plan is for this to be a resource rolled out in schools across the country.



Research highlights that many children learn better in the natural environment.



### Green Angels

The Land Trust's flagship Green Angels project has been increasingly successful since its launch in 2013. This year saw the project leap from one success to another, with eight courses completed by 59 trainees this year. Courses ran at locations in Warrington and South Yorkshire and will be starting at three new sites in 2019-20: Fort Burgoyne, Hassall Green Nature Reserve and Countess of Chester Country Park. With new locations also comes new courses; there will be a Wildlife ID course starting in the next year, as well as a course 'All About Trees'.

A comment we hear regularly is that this type of training and engagement is very difficult to find, and where it is offered, courses are exclusive and expensive. The Land Trust is in a unique position to make a difference in how people view and embrace their surroundings, and crucially make it accessible to people who may not be able to afford this kind of training in normal circumstances.

There is a strong group of Green Angels volunteers established in Warrington. In March 2019 the successful and dedicated graduates were celebrated and awarded with certificates for their hard work and dedication.



Our flagship Green Angels programme continues to change people's lives helping them back into employment or further education.





### Outdoor classroom

Greenwich Peninsula Ecology Park is a fantastic example of how green spaces can provide educational opportunities for local children, despite being in a busy urban environment in London.

Hundreds of educational activities have been held at the park over the years, and as popularity increased, the facilities at the park were in need of improvement. Following funding from Ikea, Veolia Environmental Trust, People's Postcode Lottery, Bernard Sunley Foundation, Friends of Greenwich Ecology Park and generous community donations an outdoor classroom was built at the park.

The classroom accommodates up to 30 people and can host a wide range of educational activities for people of all ages and was officially opened in October 2018.



Since the opening of the outdoor classroom thousands of young people have enjoyed educational activities.



### Education site of the year

In contrast to the dozens of parks and nature reserves under the Land Trust's management, the Warrington sites consist of several pockets of green space throughout the busy town in Cheshire and a successful education programme has been thriving in Warrington over the last year.

Local schools have become more involved with 450 children attending sessions in two local areas of green space. A new school in the area has shown interest in getting involved in the activities and took part in a tree planting event at one of the sites due to transfer to the Land Trust in 2019/20.

In addition to school activities, the Green Angels programme is now well established in Warrington, providing training and volunteering opportunities for adults. Five separate courses have been run across three sites in Warrington, which have provided opportunities for 39 people this year. A Green Angels volunteering group has also been set up and a regular group meet monthly to improve areas of green space for the community whilst gaining experience.



Our education programmes are thriving in Warrington.



# Community cohesion and volunteering



## How Green Angels helped Gawain

Gawain is one of Green Angels younger volunteers and after struggling with alcohol and drugs in his teenage years attended our Environmental Education training course and now regularly volunteers.

Gawain explains the impact Green Angels has had on his life: "I was looking for volunteering (opportunities) because I'm not in work. I've been diagnosed with autism which makes it harder to get a job for the long-term, so volunteering is what I was looking for, particularly outdoors."

"I'm not very good at being sat inside or on the computer, so I was fairly confident it had to be

"Green Angels has helped me deal with my social anxiety and has helped me feel much more positive and open to new opportunities."

something outdoors. Green Angels was the first and only one I could find in the area. It was what I was looking for, and as far as I could tell, it was the only one I could actually get to.

"I hadn't been going out and Green Angels has helped me deal with my social anxiety and has helped me feel much more positive and open to new opportunities."





**Volunteering and the engagement of local communities is an extremely valuable way of enhancing our sites and creating emotional ownership among our communities and residents.**

The contribution that volunteers make cannot be overestimated and our focus is always on the volunteer and how we can add to their lives and experience as they contribute to their community on our site. We work hard to ensure that every volunteer is given something back for the time and commitment they contribute, either through increased skill knowledge, further education, increased health outcomes or increased community spirit and reduced social isolation.



Over 45,000  
volunteer hours  
were completed  
on Land Trust sites.

## Volunteer of the year

This year's Volunteer of the Year was Aidan Richardson, who started volunteering on our site at Brodsworth in July 2018 becoming an integral member of TCV South Yorkshire's volunteering team.

Aidan underwent a personal transformation after joining the team, as Ranger Leon Hayward explains: "The Aidan who turned up to his first volunteering session was extremely shy, struggled with social anxiety and had very little confidence in his own abilities. A year down the line he is now a confident, determined, passionate individual who lives and breathes the outdoors."

**"...He is now a confident, determined, passionate individual who lives and breathes the outdoors"**

"Despite balancing volunteering with his part-time job, Aidan has joined our Volunteer Officer scheme and has expressed interest in making a career in this sector. His passion for the outdoors is infectious and he openly admits that volunteering was the best thing he has ever done."



Our green spaces bring families and communities together.

## Community space of the year

The Countess of Chester Country Park was awarded Community Space of the Year at this year's Land Trust Awards. The space is a fantastic hub for the community and since its opening in 2014, has become a well-used green space providing a host of physical and mental wellbeing benefits.

A fantastic working relationship between the Land Trust, TCV and the Friends of group has allowed the park to become a hive of activity throughout the year. Weekly Brightlife sessions help the over 50s involved in practical work, as well as fortnightly

Green Gym groups. The park is used by the local community, university students, and staff and visitors of the neighbouring Countess of Chester hospital.

In addition to this, a new walking trail has been installed by the Friends group, which has enabled many members of the community to become involved with the park. This project was unveiled at the park's annual picnic event, which many local businesses and organisations attend with stalls showcasing what they do. The park has retained its Green Flag Award and won a Bees Needs award for the first time.





The work of our volunteers makes a huge difference to our sites.



## The positive impact of our volunteers

Friends of groups, communities and our volunteers are an absolutely vital part of the successful management of our parks and green spaces and there are so many fantastic examples of people giving up their time to make a difference on the sites near where they live and work.

One amazing example is The Friends of Knowle Haven who also act as Managing Partner on the site. They are a small local group of people who wanted to make the most of a green space in their community and they have risen to the challenge with remarkable results.

Nature is now flourishing at Knowle Haven and their work has been recognised with awards from the parish council and the Land Trust.

Another of our spaces where the community play a vital role in its success is in our service charge site at Upton in Northampton. The Land Trust has managed the site since 2016 and there have been significant challenges but working with the Upton Meadows Residents Association (UMRA) Upton

is now a fantastic example of how working with residents can transform a new development into a proper community.

The group is led by chair, Nick Alex, a passionate volunteer who represents the community and has made UMRA the place to go for residents who are struggling with any aspect of living in Upton.

Land Trust Estates manager, Charles Langtree, works closely with the group to help organise events, including a Christmas event which was hugely popular, and the group continue to organise other well attended events throughout the year.

The Land Trust's service charge management of spaces allows us to help build communities and encourage people to benefit from the green space which surrounds them. UMRA is an example of how we can work in harmony with communities, including those who contribute to a green space service charge.

## Practicing what we preach

At the Land Trust we believe in practicing what we preach which is why our staff took part in a volunteering day on our 2018 Site of the Year, Northumberlandia.

On a beautiful sunny (but cold!) North East day, our team constructed new paths, built bird boxes and carried out wildlife surveys.



We want volunteers to enjoy working on our green spaces.



# Economy

**Along with employing local managing partners and suppliers our sites add significant value to local communities, encouraging positive investment.**

Our effective green space management protects, and often increases, the value of properties around our sites, creates jobs and allows local businesses and tourism to thrive.

## Economic site of the year

This year's winner of Economic Site of the Year, was Beaulieu, a vibrant service charge site in Chelmsford, Essex.

Each year Beaulieu supports local builders and contractors to build amazing homes for the new community with over 500 homes currently built out and expecting to rise to 3,600 over the next decade.

What brings the community at Beaulieu together is the beautiful green space that is part of the development which the Land Trust manages. The Land Trust employs a dedicated Community Engagement Officer who organises events for the community and ensures that the green space makes a positive impact on the health and wellbeing of the residents.

The way we manage the site at Beaulieu provides the added value which has allowed the area to thrive, creating significant economic and social value, increasing property prices and encouraging investment in the area.

Ten businesses are based in Beaulieu Square, ranging from Costa Coffee and Sainsbury's local to an independent beauticians and coffee shop. Many of these businesses have engaged with the Land Trust's community engagement work, donating funds and staff to support events.

The runner up in the category was Northumberlandia, which despite a modest budget, continues to attract visitors from far and wide, making a contribution of £1.2 million to the local economy.



# Environment and biodiversity



The value of the Land Trust's green spaces to the natural environment continues to grow. With an increasing demand for new housing and concrete infrastructure our work in this area is vital in protecting species that are crucial to our planet's ecosystem.



Over the last 10 years Haig has become a real haven for wildlife.

## Nature Space of the Year

Our site in Haig was a very worthy winner of Nature Space of the Year at the Land Trust's Managing Partner awards. Since taking over management of the site in 2006 the site has improved every year with the species list for the site continuing to grow.

Over the last decade six hectares of what was amenity or grazing land has been converted to flower rich grassland creating an open access coastal corridor on site that is diverse in nature and character.

Overlooking the beautiful coastline the site has become extremely popular with the local community and an amazing haven for wildlife with over 200 species of moth calling Haig home.

"...Over the last decade six hectares of what was amenity or grazing land has been converted to flower rich grassland ... diverse in nature and character."



# Fundraising



## Mandatory net gain

During the year we have worked with DEFRA to advise and inform them regarding their proposal for Mandatory Biodiversity Net Gain to ensure that the development process is utilised to optimise the environmental and social benefits that can be driven through the regenerative process.





**The Land Trust's fundraising activities provide us with an opportunity to deliver even greater charitable benefits across our parks and green spaces and for those communities local to our sites.**

This year we have successfully secured £670k working closely with our managing partners,

local communities and other stakeholders to develop diverse projects across the country that will allow us to deliver increased charitable outcomes on.

A number of projects have been funded and delivered throughout the year, while we also work towards fundraising for longer term strategic developments and activities.



Funding from the Denise Coates foundation will transform Hassall Green.

## Hassall Green

The Land Trust was delighted to secure initial funding of £291k from the Denise Coates Foundation that should ultimately rise to £747k. The grant will enable the Land Trust to carry out a major project at the Trust's site at Hassall Green, a two hectare green space which the Land Trust took ownership of in 2014.

The planned five year programme will see extensive improvements made to the site with four key objectives:

- Make the site safe for regular use by the general public
- Restore and improve habitats
- Increase biodiversity
- Engage the community

The grant will also enable the Land Trust to expand its successful Green Angels training and education programme which delivers training courses on subjects including habitat creation and management, environmental education and hard landscaping. The project focuses on encouraging social cohesion and improving the future prospects of the local community.



Pleasley Pit has been transformed into a valuable community asset.

## Pleasley Pit

Our site at Pleasley Pit was the recipient of a grant of £164k from the Rural Development Programme for England (RDPE) through Bolsover North East Derbyshire LEADER programme, which will be used to create a new visitor centre and café on site.

Expanding on the popular and well-used café already on site the new facility will bring more people to Pleasley Pit, providing a welcoming space for the local community, schools and special interest groups.







Any charitable donation, whether large or small, makes a huge difference.

### In-kind contributions

Wider fundraising activities are undertaken across our sites, with our managing partners, site users and other stakeholders contributing in-kind contributions and raising money for Land Trust sites. While this income is not reflected in the Land Trust's financial accounts, it contributes greatly to the delivery of our charitable outcomes, provides 'match funding for wider projects, and delivers great benefits on the ground.

Thanks to all our managing partners, Friends groups and visitors for all their hard work in raising additional income.

"...This income contributes greatly to the delivery of our charitable outcomes, provides match funding for wider projects, and delivers great benefits on the ground."

## Our awards





It's fantastic to receive recognition for the work that we do. Our staff and partners work hard to ensure we deliver well managed, sustainable green space that benefit communities.



We were delighted our sites retained their Green Flag status.

We were delighted that Elba Park, Greenwich Ecology Park, Silverdale Country Park, Beam Parklands and the Countess of Chester Country Park all retained their Green Flag status. Elba Park retains its status for a remarkable seventh year in succession, while Silverdale Country Park keeps its Green Flag for a third year in a row.

The prestigious award recognises excellent management of green spaces. Green Flag spaces must feel welcoming and cared for, be well maintained and clean and encourage users to enjoy health activities. The sites must be managed in a way that has a positive impact on the environment, both locally and globally and should aim to enhance biodiversity. Finally it recognises how green spaces bring people together and meet the needs of the community they serve.

The Royal Institute of Chartered Surveyors (RICS) North West Awards 2019 saw Port Sunlight River shortlisted in the Tourism and Regeneration categories with Countess of Chester Country Park shortlisted in the Community Benefit category.

Both sites saw further success throughout the course of the last 12 months with Port Sunlight Highly Commended at the Planning Awards for its transformation from a former landfill site into a beautiful 28 hectare park overlooking the River Mersey. The Countess of Chester's Health for Life project was a finalist at Horticulture Week's Custodian Awards.

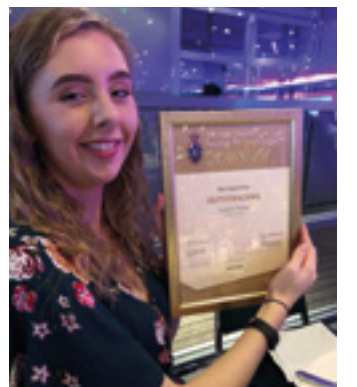


We are proud of how our work supports vital pollinators.

Countess of Chester was also the recipient of a Bees' Needs award for the first time. The award recognises Green Flag sites that make positive changes to encourage pollinators and support them with habitats and food sources.

This was achieved by our passionate volunteer workforce who worked with local partners on the Pollinators in the Park project. The project ensured pollen was provided to bees from February to October through the planting of high quality flower-rich meadows, an orchard, hedgerows, woodland and wetland areas in the park.

Our finance apprentice Lauryn Parker was recognised for her progress as she was Highly Commended in the Apprentice of the Year category at the High Sheriff of Cheshire awards in March 2019.





# Land Trust Managing Partners Awards

Site of the Year:

**Frickley Country Park**

Ranger of the Year:

**Leon Hayward**

Volunteer of the Year:

**Aidan Richardson**

Project of the Year:

**Fallen for the Fallen at Countess of Chester  
Country Park and Brook restoration at Dinnington**

Best Friends/Community Group:

**Friends of Knowle Haven  
and Upton Meadows Residents Association**

Most Improved Space of the Year:

**Osprey Quay**

Site delivering best economic activity:

**Beaulieu**

Educational Site of the Year:

**Warrington**

Health Site of the Year:

**Frickley Country Park**

Nature Space of the Year:

**Haig**

Community Space of the Year:

**Countess of Chester Country Park**

Our Warrington  
portfolio was  
recognised for  
its delivery of  
educational  
activities.



Beaulieu was  
recognised for  
the economic  
outcomes  
delivered.



Osprey Quay  
won the award  
for Most  
Improved Space.



Haig won  
Nature Space  
of the Year for  
the first time.



# Our people and partners



The people who work hard to continue the growth and success of the Land Trust are the lifeblood of the organisation. Without them we wouldn't be able to deliver our charitable outcomes, acquire and manage our sites or communicate with the people we serve. A successful 2018-19 has seen certain areas of the team grow.

As of 31 March 2019 we directly employed 37 people. Our finance apprentice Lauryn Parker has completed her second year with us achieving her Level 3 AAT accounting qualification and has now been given a full time permanent position with the Trust and will go on to further study. Her progress was recognised at the High Sheriff of Cheshire Awards 2019 where she was Highly Commended in the Apprentice of the Year category. Ellen Colgan completed her first year with the team and will continue to be supported through her studies as she works towards completing her Level 3 AAT accounting qualification.



The way our sites are managed means that a further 139 people are employed to manage the day to day running of our spaces across the country or employed by businesses using our sites.

Performance is regularly monitored as part of the management plan, ensuring charitable objectives are delivered and that our communities benefit from well managed green space.

This year our Managing Partners conference was hosted at Port Sunlight River Park. This annual event, which includes our awards ceremony

recognising the hard work of our partners on our sites across the country during 2018/19, is an opportunity for our staff and partners to collaborate, share best practice and celebrate the great outcomes for the communities around our sites. At this year's event our managing partners enjoyed a key note speech from Carly Sefton, Chief Executive of Learning Through Landscapes, a UK based charity dedicated to enhancing outdoor learning and play for children.

Next year's event will take place at one of the Land Trust's newest sites, Twywell Hills and Dales.



## Our trustees





Our Trustees oversee the work of the organisation, ensuring we stay on track to deliver our charitable objectives and providing scrutiny to our processes and decisions.

#### Peter Smith, Chair



Peter was appointed Chair of the Land Trust in June 2010. Formerly, he was a Senior Partner and member of the global leadership team at PricewaterhouseCoopers (PwC). He has also been Chairman of Savills plc; Coopers & Lybrand International; Templeton Emerging Markets Investment Trust plc; and RAC plc.

#### Sarah Whitney



Sarah is a chartered accountant and former investment banker, having specialised in real estate. She holds a visiting Fellowship at the Department of Land Economy at the University of Cambridge, where she teaches on planning, regeneration and development. Sarah also serves as Chair of our Audit Committee.

#### Dinah Nichols CB



Dinah is currently a Governor of Plymouth University and a Trustee of the South West Lakes Trust and until September 2016 was chair of Keep Britain Tidy. She was formerly Director General Environment at Defra, a Crown Estate Commissioner, a non-executive Board member of Pennon Group plc and Chair of the National Forest Company and Groundwork North London.

#### Lady Garrett



Jane is a former Chief Executive of CL:AIRE and the Brogdale Horticultural Trust and was on the Board of Covent Garden Market Authority. She has had a successful and entrepreneurial career operating in the commercial, charitable and political sectors.

#### Jeffrey Moore



Jeffrey is a qualified accountant and previously CEO of East Midlands Development Agency. He is non-executive Director of Batemans Brewery and Sharing in Growth, an aerospace supply chain development company.

#### William Hiscocks



William has 30 years' experience of working in financial services, as an investor, portfolio manager and private banker. He was honorary treasurer of Fauna and Flora International from 1998 to 2000. William also serves as Chair of our Investment Committee.

#### Simon MacGillivray



Simon is a chartered Forester and has had a varied career working in a range of diverse occupations including the banking sector and NHS.

#### Tom Keevil



Appointed to the Board of Trustees in May 2016, Tom has had a long legal career initially as a partner in an international law firm and then, as a senior executive, working most recently at Barratt Developments PLC and United Utilities PLC.



Patrick Aylmer



Patrick is a Chartered Accountant, with 20 years' experience of investment banking and mergers and acquisitions. He currently runs the property finance business of Fox Investments and was previously Investment Director of a FTSE-100 company. Patrick is also a Council Member of the National Army Museum and a Trustee of the Battersea Dogs & Cats Home.

Janet Haddock-Fraser



Janet is a Professor of Sustainability and Leadership at Manchester Metropolitan University and has written and researched extensively on how to influence within organisations and external stakeholders to build a sustainable future. She is also Chair of Trustees for the EAUC (Environmental Association for Universities and Colleges) and has recently been appointed by the Secretary of State as a Member to the Peak District National Park Authority. She is a Fellow of the Royal Geographical Society and RSA. She also chairs our Health Advisory Group.

Anthony Bickmore



Anthony is a widely experienced property professional with substantial experience of property development and urban renewal projects. He has held senior roles for the Crown Estate and Transport for London and in the Cabinet Office. He is currently providing strategic advice to Lendlease Europe.

Accounts

Summary of income and expenditure

	YEAR ENDED 31/03/2019	YEAR ENDED 31/03/2018
INCOME AND ENDOWMENTS FROM:	£000's	£000's
DONATIONS AND LEGACIES	7	7
CHARITABLE ACTIVITIES	940	900
OTHER TRADING ACTIVITIES	399	381
SITE FUNDING	8,904	674
INVESTMENTS	5,733	5,128
TOTAL INCOME	15,983	7,090
EXPENDITURE ON:		
INVESTMENT MANAGEMENT FEES	421	428
CHARITABLE ACTIVITIES	6,046	5,807
TOTAL EXPENDITURE	6,467	6,235
NET GAINS/(LOSSES) ON INVESTMENTS	9,839	(2,034)
NET INCOME/(EXPENDITURE)	19,355	(1,179)
OTHER RECOGNISED GAINS/(LOSSES):		
ACTUAL GAINS/(LOSSES) ON DEFINED BENEFIT PENSION SCHEME	14	112
NET MOVEMENT IN FUNDS	19,369	(1,067)

The funds of the charity

	GROUP	
	YEAR ENDED 31/03/2019	YEAR ENDED 31/03/2018
FUNDS:	£000's	£000's
ENDOWMENT FUNDS	74,264	68,913
RESTRICTED FUNDS	74,496	60,849
GENERAL FUNDS	2,340	4,304
DESIGNATED FUNDS	13,003	10,668
TOTAL INCOME	164,103	144,734

Fundraising

SUPPORTED BY:	SITE/PROJECT	£000's
DENISE COATES FOUNDATION	HASSAL GREEN	291
ROYAL BOROUGH OF GREENWICH	GREENWICH ECOLOGICAL PARK	17
NORTH EASTERN DERBYSHIRE BUSINESS DEVELOPMENTS LTD	PLEASLEY	164
ARTSWORK FUNDING	FORT BURGOYNE	10
NATIONAL LOTTERY AWARDS FOR ALL	COUNTESS OF CHESTER	10
EPAC	FRYSTON	4
RUSHMOOR BOROUGH COUNCIL	WELLESLEY	4
STATUTORY GRANTS	VARIOUS	177



# Land Trust in numbers 2018-'19

**1,208,990 visitors** to Land Trust sites

**70 sustainably managed spaces** including nature reserves, country parks, public realm, urban fringe, play areas and playing fields

**Over 2,500 hectares** of land under management

**11,000 children** attended organised educational activities

**Six new sites** transferred to our management portfolio

**45,684 volunteer hours** completed on Land Trust sites

**£20 million:** the economic and social value that our green space management delivers to our communities

**Five Land Trust sites awarded Green Flag status**

**24,000 people** attended community events – a rise of 9,000

**4,000 people with mental health conditions supported** through activities on Land Trust sites

**Over 100 people taking part in Parkrun** at Frickley Country Park every week












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