

Thank you

The support from our members and friends, our community fundraisers and volunteers, and from all our donors is invaluable. We cannot name each individual, but a heartfelt thank you to each and every one of you.

LEGACIES

Janet Altman
Dr James Allan Caldwell
William Brian Carlyle
Miss Mary Elizabeth Chance
Edwin Darnley Clements
Clifford Henry Ford
Donald Hawksorth
Coll Hugh MacInnes
Arthur Victor Naylor
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Thank you also to all other companies who provide support with donations, payroll giving and in-kind work on our behalf.

PARTNERS AND SUPPORTERS

Assynt Foundation, Cairngorms National Park Authority, Carrifran Wildwood Project, ClearSight Consulting, Coigach & Assynt Living Landscape Partnership, Corroul Estate, Dun Coillich Community Land Trust, Durham County Council, Friends of the Lake District, Galson Estate Trust, Highland Birchwoods, The Highland Communities Land Trust, Image Scotland, John Muir Birthplace Trust, Knoydart Foundation, Korpi Consulting, Kynachan Estate, Lake District National Park Authority, Loch Lomond and Trossachs National Park Authority, Mission: Explore, Nevis Partnership, North Harris Trust, Northern Light, The Outward Bound Trust, Patagonia, Phoenix Futures, Profitmaster Systems, Sierra Club, Tayside Biodiversity Partnership, 2020VISION, West Harris Trust, YHA (England & Wales)

Annual Report 2013

Looking ahead to 2014

In 2014, the 100th anniversary of John Muir's death, the Trust will contribute to celebrations and projects that mark this occasion including the John Muir Festival. We remain guided by Muir's passion for wild places and his principle of protecting nature for its own sake as well as for the benefits it brings people. Climate change, ecological degradation and the continued erosion of wild areas in the UK all pose great challenges to people and wildlife.

We will continue to urge better protection of wild land by promoting its importance, responding to specific development threats and campaigning for appropriate legislative change. Our planned purchase of land in Wales will demonstrate our interest in wild places across the UK.

We are committed to restoring ecosystems and natural functions to degraded wild land in our care and beyond our

property boundaries. In 2014, we will continue pressing for changes to deer management in Scotland to reverse declines in biodiversity and prevent woodlands from dying. We will work with other interested parties to explore the principles of rewilding including species reintroductions. We will minimise impacts on fragile environments through a proactive programme of path repair and maintenance, particularly on our Skye properties and Quinag.

Winning hearts and minds is an important part of our work. We plan to bring increasing numbers of people together with wild places through the John Muir Award, and highlight the value of wild places and key environmental issues through our visitor centre, online engagement, press and media, and our work with volunteers, partners and communities.

'I am well again. I came to life in the cool winds and crystal waters of the mountains.'

John Muir

www.johnmuirtrust.org

JOHN
MUIR
TRUST

FOR
wild LAND &
wild PLACES

Welcome



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

From the Trust's Memorandum of Association

IT IS MY GREAT pleasure to introduce the John Muir Trust Annual Report on behalf of the Board of Trustees. The report highlights some examples of our work to illustrate the huge variety of initiatives we undertake across the UK on a daily basis.

I know we are constantly bombarded with organisations selling us messages and products, competing for our attention and money. The Trust is no different in having to reach out to different audiences, help explain complex issues and garner support. We work to communicate the positive case for conservation in many different ways: through the press and media, online through social media, via our monthly e-news and member communications, the events we attend, the John Muir Award, our Wild Space visitor centre, partnerships, and our staff engagement with local communities.

In my capacity as Trust Chairman, I attend many events and meetings across the country and I'm heartened to know that our

message is being heard and we are gaining much support from beyond our membership. However, our work would not be possible without our members and funders who have contributed to the positive outlook in our accounts this year. My gratitude goes to them all, and to all Trust staff, my fellow trustees, and the thousands of volunteers and participants in the John Muir Award scheme.

If you have supported us, I hope this account of our achievements makes you feel proud. If you are new to the Trust I hope it inspires you to work with us to deliver even more in the future.

John C Hutchison
Chairman
John Muir Trust

TRUSTEES

John Hutchison (*Chairman*)
(*re-elected 2013*)

Heather Alexander

Gill Bond (*elected 2013*)

John Finney

Richard Fraser Darling

Jim Gibson (*elected 2013*)

David MacLehose

Rob McMorran (*elected 2013*)

Jo Moulin (*elected 2013*)

Peter Pearson

John Thomas

Will Williams (*re-elected 2013*)

Deirdre Wilson

Bill Wright (*re-elected 2013*)

JOHN MUIR TRUST MANAGEMENT TEAM

Stuart Brooks, *Chief Executive*

Kate Barclay, *Fundraising Manager*

Rob Bushby, *John Muir Award Manager*

Mike Daniels, *Head of Land and Science*

Fiona Kindness, *Director of Resources*

Helen McDade, *Head of Policy*

Susan Wright, *Head of Communications*

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Scottish Charity No. SC002061 Company No. SC081620
Registered office: Tower House, Station Road, Pitlochry PH16 5AN

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Bumblebee Conservation
Trust, Branching Out
On the cover: Bristly
Ridge by Dave Newbould

Chief Executive's report



THE JOHN MUIR TRUST was 30 years old last year, the year that would have been John Muir's 175th birthday. It has been a good time to reflect on his messages and think about his legacy and our role within that. In Scotland, many more people now know who John Muir was and what he stood for and we see that as a positive change. We have much more work to do in raising our profile and demonstrating our relevance in England and Wales but I am confident we are making good progress here, led by action on the ground across the full breadth of our work. Our planned purchase of Carreg y Saeth Isaf in North Wales should be an important milestone in 2014.

The John Muir Trust only exists because there is a need to protect our last wild places, improve them for nature and ensure as many people as possible connect with and value them. I doubt the need will ever expire, and the principal tenets expressed so eloquently by John Muir in the 19th century remain relevant today. We carry on in his good name.

We've come a long way since our founding members signed a piece of paper inspired by a vision for safeguarding the UK's wild places into the future. We find ourselves at something of a crossroads with the prospect at least of some major legislative changes to protect wild land and a growing appreciation in public policy of the value of investing and engaging in outdoor learning. We welcome this.

I am confident leading our experienced and dedicated team of staff that we are making a difference. And that is how we would like to be judged.

Stuart Brooks
Chief Executive
John Muir Trust

2013 in pictures

We're working towards a world where wild places are protected and enhanced, and valued by all. Here's a snapshot of highlights from the year - turn to the indicated page to read more.



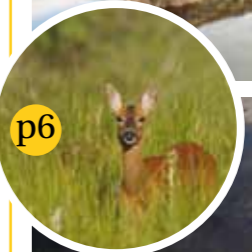
p4



p8



p5



p6



p9



p7

p5 YouGov
What the world thinks.

Protecting wild places

Following John Muir's example, the Trust defends wild land when it comes under threat and we campaign for its long-term legal protection.

'Not blind opposition to progress but opposition to blind progress..'

John Muir

Other actions



> **75% support wild land protection:** In July, the Trust commissioned YouGov to carry out a Scotland-wide opinion poll to measure the extent of public support for protecting the core wild land areas mapped by SNH. The poll found that 40 per cent strongly support wild land protection and that a further 35 per cent tend to support it.



> **Moving into Wales:** In September, the Trust launched an appeal for funds to buy Carreg y Saeth Isaf, a beautiful 105-hectares of native woodland, heath and bog in the Rhinogydd in Snowdonia. We hope to conclude this purchase in 2014.

> **Responses to developments:** The Trust has continued to campaign against specific large scale, inappropriately sited developments on or close to wild land. This includes giving evidence at the Public Local Inquiry for the 34-turbine Glenmorrie wind farm in Sutherland opposed by three community councils.



> **Hill tracks:** The Trust campaigned with Scottish Environment LINK to change the current legislation that allows landowners to bulldoze 4x4 vehicle tracks across hills without planning permission. These tracks often cause significant visual and environmental impacts.

THE YEAR 2013 MARKED a major breakthrough in the Trust's long term campaign to protect Scotland's wild and scenic landscapes from industrial-scale development.

In February, the Scottish Parliament Public Petitions committee discussed the wild land designation petition submitted by the Trust two years earlier. The discussion revealed some cross-party sympathy for the idea of a wild land designation.

At the end of April, Scottish Natural Heritage (SNH) published a new Core Areas of Wild Land Map setting out 43 areas of wild land spread across 20 per cent of Scotland's landmass. Allied to this

the Scottish Government published two draft planning documents that proposed strengthened protection for wild land as delineated in the SNH map.

The two draft planning documents went out to public consultation for three months. The consultation responses produced a two to one majority for wild land protection, including John Muir Trust members, other individuals, community councils, campaign groups, local authorities, environmental charities and professional bodies.

SNH opened up a further public consultation on the wild land map during the final quarter of 2013. This generated a total of 400

responses with 300 in favour of the map. Independent analysis revealed that:

- 73 per cent 'generally support' the wild land map
- 21 per cent 'oppose or raise substantial concerns' about the map
- 7 per cent are 'unclear or have no view'

The Scottish Government will finalise its planning policy in the first half of 2014, including its approach to the wild land map. For good or ill, the decisions taken now could have a far-reaching impact on Scotland's wild land for generations to come.

Stronelairg legal challenge

In summer 2013, the Trust sought a judicial review of the Highland Council's decision to raise no objection to the proposed 83-turbine wind farm at Stronelairg in the heart of the Monadhliath Mountains - a core area of wild land mapped by SNH. The proposed site - one and a half times the size of the city of Inverness - is an upland area largely comprised of important peatland habitat.

The Trust was refused a Protected Expenses Order (which would have placed a ceiling liability for court costs) and decided not to risk continuing the action. However, we agreed a joint statement with Highland Council about the need to recognise the importance of wild land in future planning decisions. The Stronelairg proposal is now awaiting a decision by the Scottish Government.



Managing and enhancing wild land

Helping nature flourish on Trust land is a long-term process. Wherever possible, it means letting nature take its own course and heal itself.

‘When we try to pick out anything by itself, we find it hitched to everything else in the universe.’

John Muir

THE JOHN MUIR TRUST owns and cares for some of the UK’s finest wild land including Ben Nevis, Sandwood Bay, part of the Cuillin on Skye and 3,000 acres on the remote Knoydart peninsula. We’re guided in this work by our Wild Land Management Standards, which can be found at www.wildlandmanagement.org.uk.

In 2013, we helped bring a major conservation issue into the public and political arenas following difficulties trying to protect the Ardvar Woodlands in Assynt. These beautiful woodlands, which form part of the Trust’s Quinag estate, are a remnant of the most northerly oak woodland in the British Isles. They’re designated a Special Site of Scientific

Interest and form part of a European Special Area of Conservation.

However, overgrazing by deer is preventing the growth of new trees so these woodlands are dying. Concerned that the woodland might disappear altogether, the Trust last year proposed to reduce deer numbers on Quinag – a move that saw neighbouring sporting estates, backed by some traditional sporting interests across the Highlands, denounce the Trust within the local community and through the national media.

The Trust is now calling for more statutory deer management measures to underpin the current voluntary system.

On 13 November, the Trust’s head of land, Mike Daniels, joined RSPB Scotland and the Scottish Wildlife Trust to give evidence to the Rural Affairs, Climate Change and Environment committee at the Scottish Parliament about the failures of the voluntary deer management system, and the impact that deer are having on woodlands and other key habitats across Scotland.

The issue achieved widespread media coverage, with Mike featuring on BBC Reporting Scotland, BBC Radio Scotland and BBC Radio 4 Farming Today. There’s still a long way to go but Scotland’s woodlands, biodiversity and carbon stores are all at stake.

Other actions



> **Coigach-Assynt Living Landscape (CALL) project grant:** The Heritage Lottery Fund (HLF) announced a grant of £3 million, including £100,000 development funding, for this landscape-scale restoration project in the north west of Scotland. Our partners include the Scottish Wildlife Trust, Assynt Foundation, Tanera Mor, Culag Community Woodlands and Eisg Brachaidh estate.



> **Tree seeds:** To preserve locally adapted species, the Trust encourages the collection and propagation of native trees from local seed sources. We’re pleased that our Scots pine trees on Knoydart have been registered as an official seed source. We’ve also contributed tree seeds from Quinag to the newly-established tree nursery outside Lochinver.



> **Path work:** We surveyed around 120km of paths to help inform our approach to path management. This included the badly-eroded section of the Bla Bheinn path in Skye and the deteriorating main trail up to Sail Gharbh at Quinag.

> **Great yellow bumblebees:** Two great yellow bumblebees were spotted at Sandwood in summer 2013. Formerly distributed throughout Britain, this bee is now restricted to northern and western Scotland. The Bumblebee Conservation Trust makes regular site visits to Sandwood to monitor its progress.



The joy of volunteering

In 2013, our volunteers took part in 26 organised work parties on the land we manage as well as with our partners (Assynt Foundation, Tanera Mor, Coigach-Assynt Living Landscape project, Culag Community Woodland, Corroul, in Harris and many more). 151 people donated 839 days during which they helped:

- maintain and repair over 19km of paths, dig over 6km of ditches and build 25 cross drains, 15 water bars and 15 anchor bars
- remove 10 helibags of rubbish from Harris and Skye, 17 bin bags of rubbish from Ben Nevis (up from last year’s total of 12), 6km of redundant fences from Quinag, Knoydart, Nevis and Glenlude, and invasive species including rhododendrons, gunnera, variegated yellow archangel and cotoneaster
- plant 1000 broadleaf trees at Glenlude
- monitor mountain ringlets at Nevis (up to 30 mountain ringlets monitored on some transect lines).

Promoting awareness, connecting with wildness

The Trust works to bring people and wild places together, so that everyone can discover the value of wildness in their own lives.

'Keep close to Nature's heart... and break clear away, once in a while, and climb a mountain or spend a week in the woods. Wash your spirit clean.' *John Muir*

THE TRUST'S NEW WILD SPACE visitor centre opened in Pitlochry on Monday 22 April. Top landscape photographer Colin Prior and Anne Reece of the Reece Foundation, whose generous donation made the visitor centre possible, cut the official opening ribbon. The centre aims to promote the value of wild places and engage people with the work of the Trust.

In its first eight months, over 24,000 people passed through the Wild Space and over 70 people joined the Trust. Visitors have enjoyed the stunning images, stimulating interpretation, and a beautiful four-minute film

about the Trust's work, which forms the centre piece of the exhibition. The reaction has been overwhelmingly positive from a wide audience that includes many younger people and people new to the Trust.

The John Muir Award is the main educational initiative of the John Muir Trust. It works with organisations, families and individuals across the UK to encourage people of all backgrounds to connect with, enjoy and care for wild places. Expansion of the Award across England gained pace in 2013. A team of three is now based in Matlock, where they have been developing a number of strategic

links - notably with The Outward Bound Trust, Natural Connections (a South West England project with 200 schools), The Sill/Northumberland National Park, South Downs National Park and the YHA.

Meanwhile in Scotland, the Trust received funding from the Scottish Government to strengthen our work with young people and families around nature, health and wellbeing. The John Muir Award continues to play a role in helping to deliver the National Curriculum for Excellence in schools and is recognised as a tool to help build employability skills.

Healthy bodies, healthy minds

Engaging with people from all backgrounds has been at the heart of the John Muir Award ethos since its beginnings in 1997. At least 25% of Awards achieved every year are by people experiencing some form of social exclusion. For example, Forestry Commission Scotland's Branching Out programme aims to improve the quality of life for adults who use mental health services in Scotland by engaging them in activities set in the natural environment. Since 2008, 600 Branching Out participants have achieved their John Muir Award. The ethos of the Award encourages groups to work together and for some, the John Muir Award will be the first time they get formal recognition.



Other actions



> **Award expansion:** 29,104 John Muir Awards were achieved in 2013 delivered by a record number of 1,093 providers across the UK.



> **Hearts and minds:** In 2013, we produced a number of films to help spread our messages. Our specially commissioned Wild Space film, deer film and a new Award film captured the attention of existing supporters as well as newcomers.

> Focus on John Muir:

We supported the Scottish Government's launch of the first John Muir Day on 21 April in the Year of Natural Scotland, while our hugely popular free-to-download ebook Mission: Explore John Muir inspired people to follow in Muir's footsteps in English, Gaelic and Welsh.



> **Online supporters:** We're engaging with more people online. There has been a two-thirds increase in unique visitors to the Trust's website (jmt.org) over the past three years (from an average of 14,858 in 2011 to 25,326 in 2013). Our monthly email newsletter now has over 7,000 subscribers and by the end of 2013, we had over 10,000 followers on Twitter and over 5,000 Facebook friends - with this picture of a golden eagle overlooking Steall Gorge proving popular.

> **Home and away:** Members of staff helped bring our vision to life at a range of events including 2020VISION (a nature photography project that aims to communicate the link between habitat restoration and our own wellbeing) and WILD10 - the 10th World Wilderness Congress in Salamanca, Spain.



Financial report



2013 HAS BEEN A year of consolidation for the Trust. The overall result on the Statement of Financial Activities is a surplus of £115,000, against a budgeted deficit. After taking account of realised and unrealised gains on investments and fixed assets, the net increase in funds is £172,000.

The auditors' Scott-Moncrieff report is unqualified and states that the 'financial statements give a true and fair view'.

Total incoming resources of £2.3 million were at a similar level to 2012. Within that total, voluntary income increased slightly from £1.6 million to £1.8 million, which includes legacies of £903,000 from 23 individuals. Incoming resources from charitable activities reduced from £0.6 million to £0.3 million mainly because, due to accounting rules, the 2012 accounts included the recognition of the full £364,000 five year grant from the Heritage Lottery Fund to allow the expansion of the Award into England.

Two main appeals were run during the year, with the Protect Wild Land appeal raising £143,000 and the Wales appeal (up to the end of 2013) raising £146,000.

Total resources expended decreased from £2.4 million to £2.1 million during 2013. This is because the Tower House impairment charge of £617,000 which was included in the 2012 accounts has no equivalent in 2013, offset by increased Awareness costs due to the expansion of the Award in England and our expanded communications department. Expenditure on our core activities has remained at similar cost levels

to 2012. These included land management at our properties, and policy activity in areas such as the SNH wild land map, responses to large scale inappropriately sited developments and hill tracks.

During the year the Company completed the refurbishment of the head office in Pitlochry in April 2013 and opened its new Wild Space (a visitor centre, gallery and shop with community use meeting room). In this first year of operating a retail unit, visitor centre and exhibition, costs of trading have been higher than income from trading activities. We will continue to monitor progress of the Wild Space: however we are very encouraged by the number of members who are joining via the Wild Space and the general level of interest in the Trust which the Wild Space is fostering in people who would not normally be engaged with our work.

Total funds at 31 December 2013 were £6.9 million of which £1,043,000 were free reserves. The trustees' policy is to maintain free financial reserves of between 4 and 6 months of total budgeted expenditure for the coming year. For 2014 we are budgeting expenditure of £2.6 million and as such our free reserves equate to 4.8 months of this budgeted expenditure which is therefore in the middle of our policy.

The Trust has restricted reserves of £1.4 million, which comprises £700,000 in various property specific funds and £700,000 in Awareness and policy funds.

The Trust has designated funds of £1.8m. Excluding the book value of fixed assets (£742,000) the

major constituents of designated funds are £667,000 in the Copley Fund and £334,000 in the strategic projects fund. The Copley Fund was initiated by a large donation received in 2007 and supplemented by a legacy from Charlotte Moon in 2011. The fund will be used to fund land purchases or other major land projects and part of this may be used in 2014 to assist in funding the Wales purchase. Up to 5% of the fund's capital may be used for land management work. The strategic projects fund comprises money earmarked for a number of projects defined in the Company's Corporate Strategy that have been and are being undertaken between 2011 and 2016, including a new website and the implementation of a powerful member and contacts database.

In 2013 an independent Fundraising Review was undertaken which recommended increasing investment in fundraising to help achieve our ongoing objectives. During 2014 we will begin the production of our next five year operational plan. Whilst income is always difficult to predict, the trustees believe we have a sensible financial base to allow us to move forward with confidence.

Finally, I would like to thank Fiona Kindness and her team for their hard work and diligence in producing this year's accounts.

Peter Pearson
Convener of the Finance Committee

Fig 1: Total income

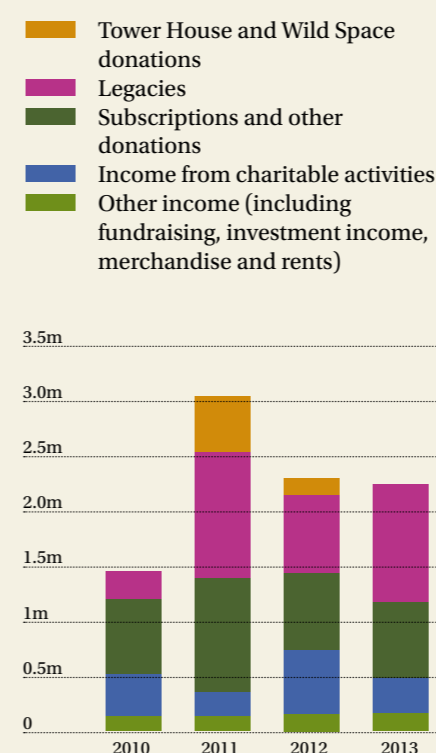
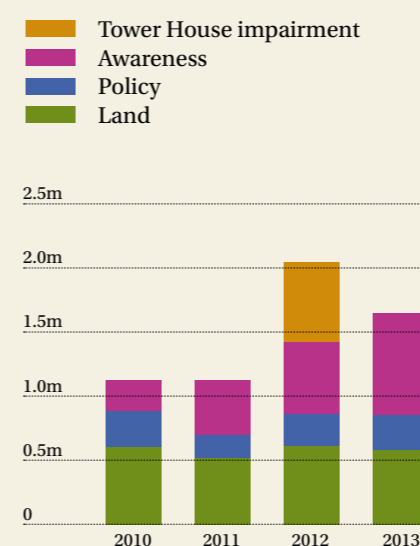


Fig 2: Charitable expenditure



Consolidated Statement of Financial Activities incorporating Income and Expenditure Account (extract) for the year ended 31 December 2013

	2013 £'000	2012 £'000
INCOMING RESOURCES		
Voluntary income	1,771	1,562
Income from activities for generating funds	122	97
Investment income and interest receivable	35	49
Charitable activities	315	585
Other incoming resources	13	10
Total incoming resources	2,256	2,303
RESOURCES EXPENDED		
Cost of generating voluntary income	279	263
Costs of trading activities	116	56
Investment management costs	8	7
Charitable activities	1,652	2,034
Governance costs	86	80
Total resources expended	2,141	2,440
Net incoming/(outgoing) resources before other recognised gains and losses		
	115	(137)
Realised gains	7	14
Unrealised gains	50	23
Net movement in funds	172	(100)
Fund balances brought forward	6,714	6,814
Fund balances carried forward	6,886	6,714

Consolidated Balance Sheet (extract) as at 31 December 2013

	2013 £'000	2012 £'000
Fixed assets	3,316	3,309
Investments	779	718
Net current assets	2,791	2,687
Net assets	6,886	6,714
FUNDS		
Unrestricted Funds		
Free reserves	1,043	920
Designated*	1,827	2,029
Heritage properties	2,573	2,573
	5,443	5,522
Restricted Funds*		
	1,443	1,192
	6,886	6,714

*Two funds have an objective of property purchase: The Copley Fund (designated) and the Land Fund (restricted) with a total value of: £756,911 £749,481

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 10 March 2014. 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.johnmuirtrust.org), or by writing to the Director of Resources, 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).