

JOHN  
MUIR  
AWARD

*wild places:*  
DISCOVER  
EXPLORE  
CONSERVE  
SHARE

# John Muir Award News Autumn 2050 Autumn 2009 Retrospective

In 2009 the John Muir Award was the main educational initiative of the John Muir Trust. It encouraged people to connect, enjoy, and care for wild places.

## It's 2050

This edition of John Muir Award News takes us back to 2009, a time when individuals, communities and governments started getting to grips with the changes happening to the planet's life support systems.

### Why 2009?

2009 marked the end of a Decade of Denial. Green issues had entered the mainstream. The 'eco-' tag was a tool of the marketing fraternity. Scotland and UK governments set ambitious long term targets to influence how we live. A United Nations Climate Change Conference in Copenhagen created focus, profile and debate - if not significant global agreements.

2009 marked the time when climate change shifted from being thought of mainly as a physical thing - weather becoming warmer/wetter/windier - to being a social one. And in the process it reshaped the way we thought about ourselves, and our place on Earth. 2050 became widely referenced as a distant point on the time horizon. Targets for reducing harmful manmade emissions would be met, and equilibrium would be restored. As one commentator in 2009 put it, 'if we're not in the Ecological Age by 2050, we're all doomed.'

### What were we doing and thinking back in 2009?

In this special hard copy commemorative edition of John Muir Award News - on recycled paper, no less - we look back at ourselves looking forwards. At the time, as part of the debate on climate change, the John Muir Trust's focus was on landscapes, biodiversity - and our relationship with them. In a special archive section we reflect on the shape of the John Muir Trust and its educational initiative, the John Muir Award, as they looked in 2009.



Keith Brame

## There's a rhythm to life

There's a rhythm to life.  
A fluid unceasing motion.  
When change happens, as it always does,  
Nature adapts, survives, thrives.  
Once we danced in time with the ebb and flow.  
We moved in perfect harmony.  
We kept in step, with nature, with each other.  
But somewhere along the way, we stumbled.  
We got out of sync.  
And we thought ourselves free to follow our own course.  
We forgot we are but a part of this.  
When nature speaks, we should listen.

A leaf unfurls, captures the power of the sun.  
Synthesizing energy, naturally, to create the oxygen of life.  
Fallen leaves return their nutrients to the earth.  
And life begins anew.

So lets get this straight.  
We need to move in better circles, in natural cycles.  
Its simple.  
We get clever.  
For it is the diverse communities, the balanced communities,  
That best adapt to change.  
We should learn from them.  
Because we are not alone.

We are all connected.  
We add the in to infinite.  
Banish the un from unsustainable.  
This is where the future lies.  
Theirs and ours.  
This is how we get back in step.  
Time to change our tune.  
And dance, dance, dance.



Keith Brame

John Hope Gateway, Royal Botanical Gardens Edinburgh  
Film Exhibit Narrative, October 2009



Rachael Tring

## Ecosystem Services

'EVERY form of life on this planet stands not on its own but is supported by, and supports, other living things. Lose one species and you lose a vital part of some ecosystem. That means you lose not just a plant or an insect but a service: you lose the medicine that comes from that plant; you lose the pollination of crops which that insect provides.

Climate change matters, not because the world mustn't get any hotter, but because the rate of change is too fast for species to keep pace.

As species die, so biodiversity is depleted and with it the ecosystem services that such biodiversity provides.'

Barry Gardiner, May 2009,  
Labour MP for Brent North

## 'THE WILD PLACES ARE WHERE WE BEGAN. WHEN THEY END, SO DO WE.'

David Brewer, Founder  
Friends of the Earth

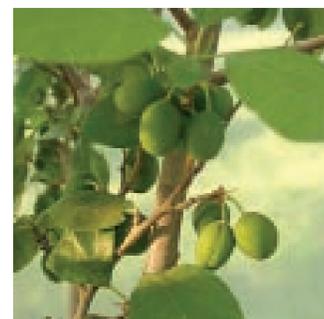
## Carbon neutral living – A vision for the future?

'CARBON neutrality is an evolving concept based on what we can get away with, and what nature will permit. What I am trying to achieve is a life based on micro scale solar and wind power, and a dwelling so frugal it beats anything else hands down for energy economy of lifestyle without compromising comfort and enjoyment.

A high tech supported good-life, or a model for future living, whichever way you wish to see it. Inherent within the design is the idea that for life to be enjoyable and comfortable while not ruining the planet, does not have to cost the earth.'

These images, taken on 12 May 2009, show cherry, and plum trees in Bob's polytunnel with 'such a huge thermal mass that it smooths out the terrible shocks of cold spring'. They ripen in mid June in contrast to trees outside that ripen at the end of August or into September.

Dr Bob Stewart lives on Mull.  
He has an interest in life and the way we live.  
[www.bobstewartphotography.com](http://www.bobstewartphotography.com)



## Climate Change Hijack

'IRONICALLY, the most obvious issue that's crowded out by climate change is nature itself. Climate change has risen up and up the political agenda but it's really hard to say the same about biodiversity...

In the end neglecting these other issues will damage our health and our wealth. Climate change is just one of the ways humankind is changing the face of the planet and its capacity to sustain our children and grandchildren.

Climate change may be, in many ways, a convenient environmental truth, but it surely shouldn't be the only one that we acknowledge.'

Richard Black, BBC Radio 4  
'The Great Climate Change Hijack',  
August 2009

## What were we thinking?

In the first decade of the century plenty of voices were raised to speak out about our wild places, their value, and climate change. Here are some soothsayers reflecting on biodiversity, sustainability, recreation and sense of place. See more at [www.johnmuiraward.org](http://www.johnmuiraward.org), click on 'the view from 2050'.

**'IF YOU LOOK AT THE SCIENCE ABOUT WHAT IS HAPPENING ON EARTH AND AREN'T PESSIMISTIC, YOU DON'T UNDERSTAND THE DATA.**

**BUT IF YOU MEET THE PEOPLE WHO ARE WORKING TO RESTORE THIS EARTH AND THE LIVES OF THE POOR, AND YOU AREN'T OPTIMISTIC, YOU HAVEN'T GOT A PULSE.'**

Paul Hawken, University of Portland, May 2009

## Towards new adventures

'I LOVE adventures. I love sitting down and coming up with a plan that seems so audacious that I giggle at the idea that I'm contemplating it at all. I love working out how to make the success of that plan as likely as possible. I love the moment when you actually start the adventure that you have spent so long dreaming about.

I love the single-mindedness when in the midst of the adventure, and I love looking back on adventures, whether or not they were a 'success' when measured by the narrow parameters of achieving the initial goal. But I'm also deeply concerned about climate change, and I recognise that the sort of adventures I am currently involved in are impossible to square with a low carbon future.

In Europe we are very lucky - we have a huge variety of rock climbing, alpine climbing, ice and mixed climbing and world-class skiing, all within a day's train journey. Granted, for those wanting to do new routes, there are fewer obvious

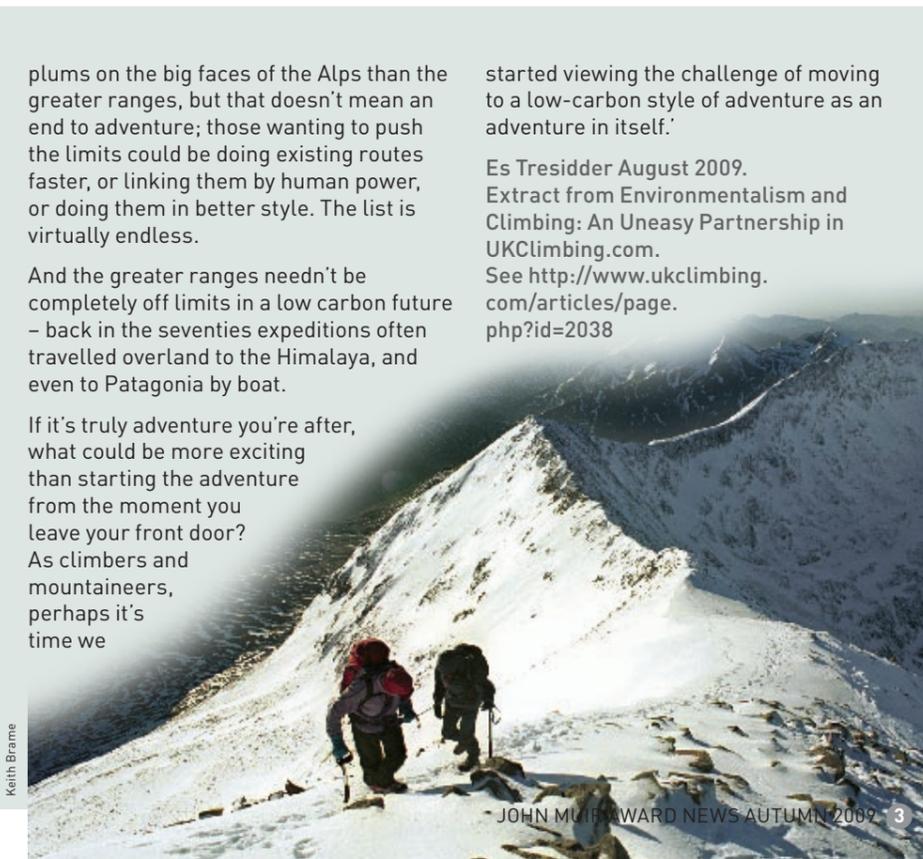
plums on the big faces of the Alps than the greater ranges, but that doesn't mean an end to adventure; those wanting to push the limits could be doing existing routes faster, or linking them by human power, or doing them in better style. The list is virtually endless.

And the greater ranges needn't be completely off limits in a low carbon future - back in the seventies expeditions often travelled overland to the Himalaya, and even to Patagonia by boat.

If it's truly adventure you're after, what could be more exciting than starting the adventure from the moment you leave your front door? As climbers and mountaineers, perhaps it's time we

started viewing the challenge of moving to a low-carbon style of adventure as an adventure in itself.'

Es Tresidder August 2009.  
Extract from Environmentalism and Climbing: An Uneasy Partnership in UKClimbing.com.  
See <http://www.ukclimbing.com/articles/page.php?id=2038>



Keith Brame

## So, how did we get here? - Views from 2050

How have wild places, landscape and nature been involved in our journey to 2050? A range of contributors 'imagineered' themselves into the low carbon society of the future. See more at [www.johnmuiraward.org](http://www.johnmuiraward.org), click on 'the view from 2050'.

### Challenges, Zeal & Cultural change

2008 was the threshold year, when the gap between awareness and action was greatest... But while a small segment of the public embraced the challenge with a zeal heightened by fear of catastrophe, the majority (often deterred by the zeal) refused to cotton on. The target of an 80% cut (albeit over more than 40 years) was too much of a challenge to comfort zones in what became known as the Age of Excess.'

'So the real changes have been in society itself. The biggest challenge we faced was not so much technological but cultural - the reform of our human systems of organisation and values. People yearned for new ways of thinking about life and its purpose; religions adapted, as they always have, to new imperatives; liturgies emerged to comfort the fear of change and re-direct ambition.

Rural parts of Scotland saw their own changes. Settled areas became populated more densely than at any time in the last 5000 years, supporting the new low carbon/low cost lifestyle dependent on vegetable growing and harvesting of wild meat from hill and sea, with internet-connected businesses exploring many a profitable niche. Hill farms in the north and west had collapsed under rising costs and declining profits in the absence of subsidy; wild land has become wilder, and a source of wild food for the populations in the hills and glens...

In the hills and windy coastal areas, energy has been added to the range of farm enterprises, in response to a generous feed-in tariff to the grid. Forests, some planted, some naturally regenerated under reduced levels of grazing, now cover 25% of Scotland, sequestering carbon, replenishing soils, and providing many other benefits to increasingly self reliant local communities and the wider economy.

Simon Pepper, Lord Rector, University of St Andrews, extract from 'Climate Change - How did we meet our targets? A retrospective from 2050'; Reducing Carbon Emissions - the View from 2050, David Hume Institute 2008

### A beacon of hope?

A summary of members' Views from 2050, John Muir Trust Members' Gathering workshops 2009

Two key roles emerged for the John Muir Trust - to promote a change in values, and to protect habitats. For its members in 2009, the Trust was 'a beacon of hope'.

Aspects of its work at the time that can now be seen as important include generating scientific data (monitoring and recording baseline information), woodland regeneration, soil protection, deer management - all of which took time to have an impact. Increasingly, though, these practices were replicated in other areas, often through partnership and collaborative work with like-minded organisations.

The John Muir Trust held more real, face to face meetings, more work parties, and attracted more young people to its cause. Its policies were based on pragmatism rather than nimbyism. It began to exploit web and other technological engagement opportunities to promote sustainability approaches and raise awareness. These approaches combined to result in better protected and improving habitats, wildlife corridors, more personal action across a spectrum of wild places (in gardens and allotments, for example) and better understanding and awareness of the fundamental role our landscapes and natural environment had to play in our journey to 2050.



Iain Brownlie Roy

### Triple Vision - choices in 2009, impacts in 2050

Back in 2009, the Macaulay Land Use Research Institute - an international centre for research and consultancy on the environmental and social consequences of rural land uses - filmed 3 visions of the future. The idea behind these film resources was to inform and stimulate discussions.

Three versions of Scotland in 2050 are seen through the video diaries of members of the same East Lothian farming family. They reflect the radically different choices society has made in response to climate change:

**Business as usual** - Despite repeated high-profile warnings in the early half of the century, global responses to climate change have proved too little, too late. In Scotland, summers are much warmer and are very dry. Winters are extremely wet. Violent storms are common. Many low lying areas are permanently flooded.



**Living off the land** - As a response to increased climate change and dwindling fossil fuels, electricity is now supplied by nuclear, and transport is mostly run on biofuels. In the 2010's, heavy investment in GM, agricultural engineering, and biotech research provided a way to use the available land to meet spiralling food and energy needs. Most people now live in cities or towns which are powered by the resources provided from an industrialised countryside.



**No place like home** - Rural communities across Scotland have invested in new energy sources such as wind, solar, hydro, heat exchange pumps or tidal. High transport fuel costs have favoured a move towards locally produced food, but have also constrained personal travel - leading to most people working remotely from home. By acting early, the worldwide effects of climate change have been minimized.



Choosing Our Tomorrows - Macaulay Land Use Research Institute <http://www.macaulay.ac.uk/videos/cc/>

### School's out

(Last 3 verses - see John Muir Award 'view from 2050' web pages for full version)

...We wrote to politicians, we begged and we pleaded  
Eventually they listened and that plan succeeded  
In 2030, an Act of Parliament was passed  
The 'Leave No Child Inside' Law came about at last!  
This innovative motion clearly stated  
The indoor classroom was overrated  
A programme of change was put in place  
A long term plan to help teachers face  
The prospect of spending 50% time outdoors  
Regardless of the age or stage of the children of course!

Digital technology, now solar powered and free  
Was used to share lots of ideas you see  
Cross-curricular and developed with a sense of place  
The children loved the freedom and feeling of space!  
Explorations and adventures were a natural part of lessons  
That sometimes lasted more than several sessions  
Over the years, schools moved slowly outside  
Into the woods, onto the beaches - no place to hide  
One school was even set up on a boat  
Learning through sailing - whilst keeping afloat!

So in 2050 forty years on,  
Outdoor schools are still going strong  
It is quite ironic to think that my dream did last  
That children stuck inside is a thing of the past  
For the first children planting trees outdoors  
Became responsible caring adults - of course!  
Who were keen to ensure  
Learning outside forevermore.

Juliet Robertson  
Creative STAR Learning Company  
<http://creativestarlarning.blogspot.com>

#### 2000-2010 Decade of Denial

**Short term perspectives and long term target setting dominate.**

We reuse plastic bags, turn tvs off standby, and save water whilst cleaning teeth. 'Don't be distracted by the myth that 'every little helps'. If everyone does a little, we'll achieve only a little.' David McKay, Chief Scientific Advisor.

NIMTO (Not in My Term of Office) emerges as a government approach.

'Climate change is the greatest long term threat to our planet' - Tony Blair.

The proportion of Scotland unaffected by artificial visual intrusions drops from 41% to 31% between 2002 and 2008 (SNH study).

#### 2010-2020 Decade of Misdirection

**Human-centred perspectives dominate.**

'We need to start challenging the misanthropic extremists who would put the welfare of invertebrates above the welfare of people'. Gillian Bowditch, Sunday Times

'...the arguments of some of their own [environmentalists], to oppose all windfarms as 'blots on the landscape' for example, became untenable. Energy does not come for free.' Ian Marchant, Scottish and Southern Energy.

Flooding & storm damage lead to high insurance costs; 'peak' oil hits lifestyles.

Halting biodiversity loss targets are missed. By the middle of the decade 1000s of climate change immigrants are employed to pollinate crops by hand due to critically low bee numbers.

#### 2020-2030 Decade of Reaction

**A sense of resilience dominates.**

42% emission reduction targets are missed, leading to Wind at Altitude Compulsory Purchase Orders (WACPOs) and wind turbines on the UK's highest summits.

Large-scale tree-planting projects initiated to meet 25% UK coverage targets.

Mountain biking combines recreation and business, bike dynamos generating the power to run biking tourist hubs.

60% of urban greenspace is used for allotments/food production for local consumption.

#### 2030-2040 Decade of Ecodurability

**The value of natural capital dominates.**

Biodiversity value and opportunity costs are incorporated into global finance systems.

Global drought creates a new form of wealth; water exports from uplands become a mainstay of rural economies - 'liquid gold'.

Lord Clarkson of Silverstone pushes through the Rewilding Act to clear wild land areas of renewables, grid and communications infrastructure.

Bee reintroduction programme successful.

Forests act not only as carbon sinks; woodland maturity brings increasingly effective flood control.

2038 marks celebrations of 200 years since John Muir's birth, and a renewed relevance of Muir's ethos: 'When we try to pick out anything by itself, we find it hitched to everything else in the universe.'

#### 2040-2050 Decade of Equilibrium

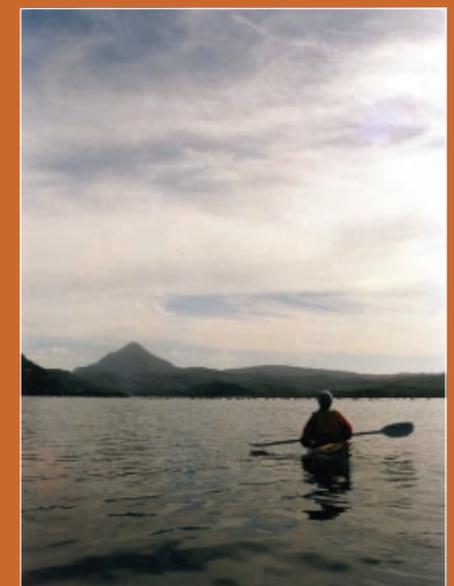
**Ecological perspectives dominate.**

Technology, ecology and collaboration merge effectively at local and global scales. Ecosystems and biodiversity are harnessed to genuine sustainable advantage. Nature had many of the answers after all.

80% carbon emission reductions are met.

After decades of hardship, recreation is valued - close to home. There is occasional skiing in the Highlands but you have to be quick off the mark, and it's all cross country as the last tow closed over a generation ago.

Solo time - as individuals and families - is common. On a summer weekend (out of the wet and windy seasons) tents and bivis are dotted around the countryside. Surfing, canoeing and kayaking are popular - we learned to value our marine and aquatic environments - which makes sense for an island, really.



Sam Baumber

## John Muir Award back in 2009

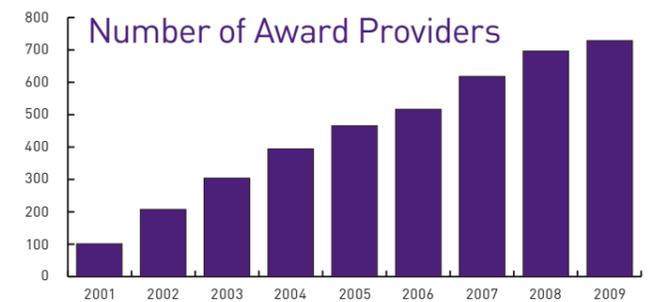
The John Muir Award, now in its 53rd year, is well beyond middle age and established within our lifelong education system. Here's a snapshot of the John Muir Award 2009, in its early-to-adolescent years.



'The Scottish Government welcomes the initiatives that the John Muir Trust is taking with schools and young people...Bringing these messages to young people is particularly important so they can learn more about the world and Scotland's place in it.'

Rt Hon Alex Salmond MSP

Rt Hon Alex Salmond MSP, First Minister of Scotland, with pupils and staff from Beestack Community High School, and staff from the John Muir Award and Real World Learning network, Holyrood, Feb 2009



## Conserve Audit April-May 2009

Every year thousands of people achieved their John Muir Award.

They Discovered wild places, actively Explored them, Conserved them, and Shared their experiences.

We wanted to find out what sort of things were done to Conserve wild places as part of their John Muir Award.

### IN JUST TWO MONTHS...

140 groups 3055 participants 32,000 hours of conservation activity.

This is the same as four years of continuous activity.

The National Lottery would have valued this at £250,000 at 2009 rates.

'Tree planting was the best part for me. My trees are going to be there for hundreds of years!'

Iain Cairney, Schools Link Programme East Ayrshire

'I like using tools... pens I struggle with.'

Megan, Cedar House School

### ON THE GROUND...

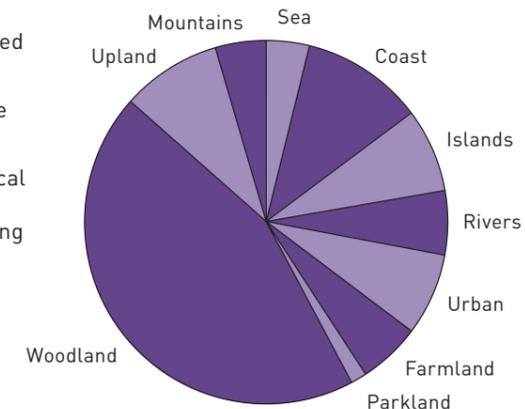
- 6300m<sup>2</sup> of ponds created & maintained
- 8446m<sup>2</sup> of wild plants and shrubs maintained
- 5038m of footpaths maintained - equivalent to climbing up Ben Nevis three times
- 580m of boundaries maintained, including dry stone walls, willow hurdles and fencing
- 989m of hedging created by 9 groups
- 70m<sup>2</sup> of wildflower meadows maintained
- 103 habitats for wildlife made for bats, small mammals, goosanders, hedgehogs, barn owls, harvest mice, dragonflies, otters and dormice
- 394 insect homes made
- Nearly 800 m<sup>2</sup> of invasive species cleared
- 601 black bin liners of litter collected and disposed
- 51 groups actively engaged with the theme of biodiversity
- 6 groups directly contributed to Local Biodiversity Action Plans, 9 groups got involved with biological recording (surveys)

- 39 groups tackled outdoor access issues whilst enjoying the outdoors (10 adopted Leave No Trace principles)
- 3 groups got involved in speaking up for wild places through campaigns
- 24 groups reduced, reused or recycled and 2 groups ran an energy audit
- 6 groups adopted green travel policies, 2 groups considered food miles and 2 groups grew their own food

### WHERE DID ACTIVITY TAKE PLACE?

People got involved across the UK

10 key habitats were identified as places where the 140 groups helped 'put something back'. Woodlands were used as sites for 43% of activity, with Coast, Upland and Urban being the next most popular.



This exercise demonstrated that the Conserve challenge of the John Muir Award was addressed by Award Providers and participants as a substantial, meaningful and integrated part of their experience. A strong commitment to 'put something back' was evident, representing a wide variety of activities across a wide section of society, in a partnership approach. It indicated that the John Muir Award had a role as a vehicle for encouraging 'active conservationists'.

## We twittered and we flickred

Toby Clark takes a look back at 'new media' that was pressing our buttons in 2009

WHERE were we at with 'new' technology in 2009? The shift from paper to pixels was in full swing. 80% of UK households had access to the internet - though some had to 'dial up' for the service.

East Africa was the last large inhabited area to hook up to the global fibre-optic network, the communications arteries of the modern world, bringing the possibility of cheap high-speed internet to all major parts of the globe.

Most new mobile phones had web browser functions. Social media such as MySpace, YouTube, Twitter and FaceBook gave people the opportunity to interact with anyone virtually anywhere in the world as long as they have access to the internet.

Bringing nature to life by sharing experiences of wild places can be powerful and inspiring to an audience, and beneficial to those who share, in any era. The ways in which people shared their John Muir Award experiences reflected the popular communication channels of the time.

Here are some examples from 2009. For the full version of this article and more on this topic visit [www.jmt.org/2050.asp](http://www.jmt.org/2050.asp).

### High Five - a handful of John Muir Award 'New Media'

**1. Blip.tv** - Hosting for videobloggers, podcasts, and other original content.

'The Last Bubble' - Pupils from Stromness Primary School created this animated film considering consequences of Marine Litter as part of an Orkney Schools 'Save our Sea' project, to influence their Government Minister (4.02 min). <http://blip.tv/file/2191625/>



**2. PlaceBook Scotland**

'A web-based project for all Scotland's people to share their impressions about our special places, captured in words, pictures, videos and music.'

> Perth College Social and Vocational Studies students have created their own PlaceBook page. <http://www.placebookscotland.com/profile/PerthCollegeSVSJohnMuirExplorers>

**3. YouTube**

'Broadcast yourself. Share your videos with friends, family, and the world.'

> Oldham Drug and Alcohol Action Team teamed up with Oldham Countryside Ranger Service to offer an outdoor experience therapy programme. (1.51 min) [http://www.youtube.com/watch?v=B-B\\_jZDpy18](http://www.youtube.com/watch?v=B-B_jZDpy18)

> Albamedia presents a short film about how the John Muir Award dovetails with the Duke of Edinburgh's Award during a High School sailing expedition off the West Coast of Scotland. (3.22 min) <http://www.youtube.com/watch?v=ivswbq9H1k0>

> A short film by the John Muir Trust, Land Manager Cathel Morrison introduces the Sandwood Bay estate. (4.42 min) [http://www.youtube.com/watch?v=SR2Ju7c\\_Czg](http://www.youtube.com/watch?v=SR2Ju7c_Czg)

> Introductions to the John Muir Award, find out about John Muir, see what the John Muir Trust does, and inspire the people you work with (three part video, 16.00 min total); <http://www.youtube.com/watch?v=59-DHmDsyDI>

**4. Blogs**

These were a popular type of website, usually maintained by an individual with regular entries of commentary and descriptions.

> Cedar House School, a residential school for children based in Cumbria. Pupils shared their work experiences at <http://tiny.cc/oJLG9>

**5. Flickr**

Website for managing and sharing photos.

> The John Muir Award staff team used Flickr to keep in touch during their own UK-wide staff John Muir Explorer Award. <http://www.flickr.com/groups/1032312@N22/>



# The John Muir Trust in 2009

The three themes of the John Muir Trust's work in 2009 were Conserve, Campaign, Inspire - reflecting its aims of exemplary land ownership and management; its policy work to protect wild places; and its engagement with communities and individuals to value wild places and wild land.

## Conserve

The finest 'wild land' areas were identified as having a degree of remoteness, high scenic value, no intrusion from modern developments, and healthy, naturally functioning ecosystems. On the parcels of land that the Trust managed or influenced, moves were made towards sustainable management. The aim was to reverse centuries of over-grazing and extractive use by managing carbon stocks, visitors and woodlands to restore and enhance biodiversity and ecosystem function. Visitors were encouraged to visit and explore these and other wild places.

## Campaign

The John Muir Trust was particularly active in safeguarding some of the UK's most significant wild landscapes in the face of threats to develop them into renewable energy hubs. The Trust sought to influence policy away from short term extractive use of wild land towards long term, sustainable use.

Practical experience as a land owner and manager extended the Trust's special influence in such debates. It was vocal in its concern about the effects of climate change and the implications of global warming for people, the environment and wild land. It supported strong Climate Change Bills incorporating targets of 80% greenhouse gas emission reductions by 2050. It advocated a combination of reduction measures including a higher proportion of energy produced by a broad range of renewable energy sources, but also, crucially and as the preferred choice, by reducing energy consumption.

## Inspire

The (social) climate for getting involved with wild places was full of mixed messages in the early 2000s. A 2005 English Leisure Visits Survey noted a decline in people visiting the countryside, yet 4 million people tuned into BBC's Springwatch programmes. A report by Barnardo's showed that children spent more time watching television than playing outside, whilst research by Playday found that 86% of children prefer outdoor activities, including building dens and getting muddy, to playing computer games. And less than half of a survey of 700 Bristol schoolchildren could identify an oak tree in a BBC Wildlife survey - but species used in branding and cultural imagery, such as badgers and robins, had over 90% recognition.

The John Muir Trust's portfolio of iconic properties offered sufficient inspiration to many of those already of a mind to conserve and take an interest. Minimal 'light touch' interpretation was all that was required. The John Muir Award - set up in 1997 to engage a mainstream audience in conservation and connections with wild places - had found its feet and was tantalisingly close to presenting its 100,000th Award. The first signs that respect for nature [and the natural capital on which human beings depend] could again becoming mainstream were emerging....

'The wild world is becoming so remote to many children that they miss out - and an interest in the natural world doesn't grow as it should. Nobody is going to protect the natural world if they don't understand it.'

**Sir David Attenborough**  
Famous TV Naturalist

'If you thought the Highlands were being preserved as beautiful, natural and wild places, think again. The unspoilt landscape that has characterised Scotland's mountainous regions for centuries is disappearing - and fast. The countryside is increasingly being scarred by roads, wind farms, power lines, forestry plantations, and buildings, making it ever more difficult to escape man-made developments.

A new study by Scottish Natural Heritage, has revealed that the proportion of Scotland unmarred by artificial visual intrusions dropped from 41% to 31% between 2002 and 2008.'

**Rob Edwards, 'Wild land in Scotland is disappearing fast', Sunday Herald, 24 May 2009**



- Sandwood**  
Rugged coast, magnificent bays, peatlands
- Quinag**  
Multi peaked mountain (809m) in the wilds of Assynt
- Skye - Sconser**  
The Red Cuillin, glens beneath the Cuillin Ridge
- Skye - Torrin**  
Ancient woods, croftland, lower hills
- Skye - Strathaird**  
Bla Bheinn (928m), East shore of Loch Coruisk
- Knoydart - Li & Coire Dhorrcail**  
Remote wild land rising to Ladhar Bheinn (1020m)
- East Schiehallion**  
Iconic mountain seen from many parts of Scotland, geographical history
- Ben Nevis**  
Ben Nevis summit, Glen Nevis woods, Steall Gorge & Falls

## Education Partners

A number of partnerships - some new, some longstanding - were a key means of running the John Muir Award during its first 12 years. Some had a regional remit, whilst others were set up to meet specific aims of an organisation and because of shared values. All contributed to the vision of the John Muir Trust to ensure that wild places are valued by society.

See over for details.

## Scotland, England, Wales

Elsewhere in the UK, delivery of the John Muir Award was managed by John Muir Trust staff, providing support to groups and individuals, as well as developing links between 'grass roots' activity and wider policy agendas and themes such as education, biodiversity, access and inclusion.

YHA (ENGLAND & WALES)

## Education Partnerships in 2009

### Cairngorms National Park Authority

The decision to host the John Muir Award was taken at the very first Board meeting of the National Park Authority in 2003, and it subsequently formed a key part of the its awareness and understanding work. The Award was recognised as a way of directly involving people in meeting National Park aims. Extending its use was written in to its first 25 year National Park Plan. Promotion and development of the John Muir Award became part of the role of a permanent member of staff, further embedding its function within the Cairngorms.

'The John Muir Award plays a vital role in raising awareness of the special qualities of the Cairngorms National Park - in particular through delivering outdoor learning opportunities for young people whatever their background.'

Claire Ross, Education and Inclusion Manager, Cairngorms National Park Authority 2009.

### Durham County Council

The latest partnership to be set up substantially increased the Award's presence in the North East of England. County Durham's Outdoor and Sustainability Education Service (OASES) hosted a full time manager from October 2009. Their role was to develop contacts with a wide range of school, college, youth and community organisations and support their engagement with local wild places.

'OASES seeks partners that will bring new expertise, enthusiasm, resources and opportunities to benefit young people here in Durham and across the North-East of England. We look for a relationship based upon shared aims, on mutual respect for the needs of each partner, to ensure the success of a project for all concerned. Seeing the project to date develop and flourish, confirms that our choice of the John Muir Award as partners was well founded.'

David Etheridge, Learning Outside the Classroom Adviser, at the outset of the partnership

### YHA (England and Wales)

2009 was the third year of working together. The key aim of the partnership was to use the John Muir Award to support and promote connections, enjoyment, and care for the environment as an integral part of the YHA Do it 4 Real Summer Camps for 10-19 year olds. It was also an opportunity to help fulfil key aspects of the YHA charitable objective, 'to help all, especially young people of limited means, to a greater knowledge, love and care of the countryside (and appreciation of the cultural value of our towns and cities)'.  
 Nearly 2,000 campers and Team Leaders achieved Discovery and Explorer Awards at 16 camps in 2009.

'I was very sceptical about John Muir Award when I was first told about it. However once I gave it the chance and understood what it was talking about I began to realise the importance and enjoyment I got from helping young people achieve the Discovery Award. Many young people appear too proud to enjoy the simple things in life. The John Muir Award allows you the chance to give them something different, watch them enjoy the things that come naturally even if they don't realise they are doing so.'

Billy, Team Leader, Castleton  
 'One kid - Reese (14) - was really bored on the walk but we started explaining about the varieties of grass and why it grows in different places and how it shows what the soil is like underneath. Then he got really into it and started asking loads of questions and getting into the Award. He made pictures and poems and picked loads of litter.' Jamie and David, Team Leaders, Charterhouse

### The Outward Bound Trust

The Outward Bound Trust had been working with the John Muir Award for eight years, making use of it as part of its Adventure & Challenge and Classic courses in Wales, Scotland and Cumbria. 2009 saw a revamped partnership including a staff training package, Outward Bound-branded certificates, and a range of case studies, leading to a more consistent approach to using the Award across a range of courses, and an increase in its take-up by clients. At the time, Nick Barrett, Outward Bound's Chief Executive, said this was the best way of taking forward one of his organisation's key strategic directions: 'We wanted to inspire concern and raise awareness about the natural environment, particularly the beautiful and fragile

environment in which we operate. In terms of our own way of working, we wanted to live these values.'

The reinforcement of the partnership was welcomed by Sir Chris Bonington, an Outward Bound Trustee. 'I've long been a supporter of both organizations, and am delighted to see them working closely together and playing to each others' strengths. Learning through frontier adventure, and enjoyment, awareness and care for the natural environment, can and should be part and parcel of the same experience. This initiative has my wholehearted backing.'

### Cumbria Youth Alliance

Cumbria Youth Alliance formed the first regional partnership in 2003. By 2009, over 11,000 people had achieved the John Muir Award in Cumbria through 80+ organisations including schools, youth groups and outdoor education centres. The Award also initiated partnership working between these Providers and established organisations in the environmental field such as the National Trust, Lake District National Park, and Natural England.

The Youth Alliance aim was to build the capacity of its member organisations to deliver high quality services for young people. The role of the John Muir Award was to encourage environmental youth work and provide training and support to leaders wishing to use the Award, thus engaging young people in Cumbria's greatest asset - its countryside. This partnership approach, supported by Friends of the Lake District, recognised that the Award offered a framework for positive activity for young people, promoting significant personal development. It promoted a message that the youth population of Cumbria had on its doorstep an outstanding natural environment which provided enjoyment, inspiration and employment opportunities and needed to be valued and cared for.

'Now that I've started coming out here I've taken a shine to it...My mum's got a garden back home and I love to help her with it now...If someone six months ago had asked me if I wanted to come out to Grizedale I'd have definitely said 'No way', but now if you ask me I say 'Yeah, definitely!'' Holly, Cedar House School



Keith Brame

## Archive News

### Wild Vision Tour

IN SUPPORT of the John Muir Trust, photographer John Beatty will be setting out on his 19 date tour with Speakers from the Edge at the beginning of October, traveling the length and breadth of the UK from Stornoway on the Isle of Lewis right down to Guernsey in the Channel Islands. Whether you have an interest in travel, adventure or wildlife or

would simply like to see some of the most stunning images of our planet, 'Wild Vision' promises to be a rare opportunity to meet this extraordinary man.

Tour details and tickets available from <http://www.speakersfromtheedge.com/news/beatty-tour-support-john-muir-trust> <http://www.wild-vision.com/news.html>

### WWW.JOHNMUIRWARD.ORG

### New online resources

YOU CAN now find a suite of resource guides, the John Muir Award introductory film, and an array of case studies at the click of a button and tweak of a mouse at [www.johnmuiraward.org](http://www.johnmuiraward.org).

Case studies are now available illustrating the John Muir Award in action in a range of settings - see how schools, inclusion groups, family, outdoor residential groups and individuals make use of the Award.

Under Resources and Links you'll find: Seven pdf guides: John Muir - Campaigning - Biodiversity - Wildlife - Gardening - Surveys - Outdoor Access - Urban (coming soon). Each has background information and a list of useful websites.

### REGIONAL DEVELOPMENTS

### New staff member

A NEW partnership with County Durham's Outdoor and Sustainability Education Service (OASES) came into force this summer. Katy Standish is the new Regional Manager for the North East of England, thanks to funding through Natural England

and Big Lottery 'Access to Nature' grant scheme. She will be supporting community and youth groups from the Tweed to the Tees to make use of the John Muir Award and get involved with the wild places of the North East. Contact details on back page.

### AWARD GATHERINGS

### Come together

WELL established and popular events, John Muir Award Gatherings will be held in October and November. Gatherings are annual events for people and organisations involved with the John Muir Award. They offer a chance to network, share good practice, and explore new ways of getting more out of your Award experiences.

This year, with an eye on what is going on in the wider world, the Gathering theme will be 'the view from 2050 - our landscapes and biodiversity'.

Cumbria - Monday 12th October, The Crosthwaite Centre, Keswick  
 Scotland - Friday 23rd October, Falkirk Wheel, Falkirk  
 Cairngorms - 29th October, Cairngorm Mountain, Aviemore  
 Wales - 20th November, Antur Gwy, Builth Wells

Contact Cristie Moore to book a place or for further information, 0845 458 3184 [info@johnmuiraward.org](mailto:info@johnmuiraward.org)

'VIEW FROM 2050' SPECIAL OFFER  
FOR JOHN MUIR AWARD PROVIDERS,  
PARTICIPANTS & FAMILIES



Become a member  
of the John Muir Trust,  
and get a commemorative  
2010 Wild Nature Diary  
- a snapshot of the wild world  
as it was, worth £15 at 2009 prices.

Pay in Sterling or ECTUs  
(European Carbon Trading Units).

**FREE** COMMEMORATIVE EDITION  
**2010 WILD NATURE DIARY**  
WHEN YOU BECOME A GUARDIAN OF WILD PLACES

Also available to buy  
online [www.jmt.org/shop](http://www.jmt.org/shop)



**Join online: [www.jmt.org](http://www.jmt.org)**  
with promotional code 2050  
to receive your free diary

\*Offer valid with full individual membership or family membership only, while stocks last. Not available with any other offer.

Scottish Charitable Company limited by Guarantee.  
Charity No. SC0002041. Company No. SC081620  
Photographer: 7 star Cairns - Eagle country is wild land.

## Get in touch with the John Muir Award — the educational initiative of the John Muir Trust

41 Commercial Street, Edinburgh EH6 6JD — 0845 458 2910  
General enquiries — email [info@johnmuiraward.org](mailto:info@johnmuiraward.org)  
[www.johnmuiraward.org](http://www.johnmuiraward.org) — [www.jmt.org](http://www.jmt.org)

**JOHN MUIR AWARD MANAGER** Rob Bushby, [rob@johnmuiraward.org](mailto:rob@johnmuiraward.org)

### WEST SCOTLAND

Toby Clark  
126 West Regent Street,  
Glasgow G2 2BH  
0845 458 3184  
[toby@johnmuiraward.org](mailto:toby@johnmuiraward.org)

### EAST SCOTLAND

Kim McIntosh  
41 Commercial Street  
Edinburgh EH6 6JD  
0845 458 2910  
[eastscotland@johnmuiraward.org](mailto:eastscotland@johnmuiraward.org)

### CAIRNGORMS

Al Smith  
Cairngorms National Park Authority  
14 The Square, Grantown on Spey,  
Morayshire PH26 3HG  
01479 870518  
[cairngorms@johnmuiraward.org](mailto:cairngorms@johnmuiraward.org)

### WALES

Hugo Iffla  
Suilven, Marconi Lane,  
Tywyn, Gwynedd LL36 9HN  
0845 456 9398  
[hugo@johnmuiraward.org](mailto:hugo@johnmuiraward.org)

### CUMBRIA

Graham Watson  
c/o Cumbria Youth Alliance  
University of Cumbria,  
Newton Rigg, Penrith CA11 0AH  
01768 893656  
[graham@johnmuiraward.org](mailto:graham@johnmuiraward.org)

### ENGLAND

Caroline Standring  
126 West Regent Street,  
Glasgow G2 2BH  
0845 458 3184  
[england@johnmuiraward.org](mailto:england@johnmuiraward.org)

### NORTH EAST ENGLAND

Katy Standish  
The EWE Centre,  
Esh Winning Primary School, The Wynds,  
Esh Winning, County Durham DH7 9BE  
0191 373 9799  
[northeastengland@johnmuiraward.org](mailto:northeastengland@johnmuiraward.org)

### THIS NEWSLETTER

is produced with the support  
of Scottish Natural Heritage,  
Dualchas Nadair na h-Alba.



It is printed on paper made from 100  
percent post-consumer waste.

FRONT COVER PHOTO: Keith Brame