



THE COUNTRY TRUST



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COMPANIES HOUSE

## Audited Annual Accounts for 2011

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# The Country Trust Ltd



President The Duke of Westminster KG OBE TD DL

Vice Presidents:  
 E P Serjeant  
 T Agnew  
 Ms T Argent  
 Sir Henry Aubrey-Fletcher  
 Lord Boswell of Aynho  
 J M Carr-Ellison  
 The Hon G E Lopes  
 H R Oliver-Bellasis  
 The Earl of Carnarvon  
 R N Swarbrick CBE DL  
 J R Stanford  
 I N Tegner  
 D T U Watson  
 Sir Nicholas Bacon Bt  
 Hon John Leigh-Pemberton

Trustees  
 W J Henderson DL (Chairman)  
 Lord Dear of Willersey QPM DL  
 N J Ford BA, MRICS  
 J Serjeant  
 Mrs J M Tice DL  
 Mrs T Fanshawe  
 M Maclay

Chief Executive S M Goldie-Morrison

Assistant Director &  
 North East Manager D Thompson

North West Managers  
 P Marsden  
 Miss K Mulheran

London & South East  
 Manager Miss K Hardingham

East Midlands Manager Mrs G Oliver

West Midlands Manager Mrs C Evans

South West Manager R Mines

East Anglia Manager Mrs A Murray

Hampshire Managers  
 Miss J Hatton  
 Miss J Edney

Administration and  
 Fundraising. Mrs S Ledger

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Bankers CAF Bank Ltd

Auditors  
 Ensors, Chartered Accountants  
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 Saxmundham, Suffolk IP17 1WA  
 Tel. 01728 603005  
 Fax 01728 602999

# Trustees' Annual Report 2011

## Reference and Administrative Details

The Country Trust was founded in 1978 and is registered with the Charity Commission under Charity number 1122103. The Board of Trustees, Board of Vice Presidents, Director, Staff and professional advisers are given on page 1.

## Structure, Governance and Management

### Structure

On the 23rd November 2007 The Country Trust was incorporated and became a company limited by guarantee and not having share capital. On the 1st January 2008 the Charity commenced trading as an incorporated Charity. The company number is 6436266 and the registered address is shown on page 1.

### Governing Document

The Charity is governed by the Memorandum and Articles of Association of The Country Trust Ltd.

### Governing Body

The structure of the Charity consists of a Board of Trustees, a Director and a non-executive Board of Vice Presidents. The Board of Trustees is a self-appointing body, the Director reports directly to the Chairman of the Trustees and is responsible for the day-to-day running of the Charity. The Board of Vice Presidents has no executive power and operates as an advisory and fundraising resource.

### Recruitment and Training of Trustees

Trustees are recruited as and when required through personal recommendation and through the recommendation of third party advisors according to the Board's specifications concerning eligibility, personal competence, specialist skills. All trustees receive training as and when required.

### Organisational Management

The Charity's Trustees are legally responsible for the overall management and control of the Charity. The Board of Trustees meets at least thrice yearly to discuss and implement strategic issues and approve budgets. The day to day running of the Charity is delegated to the Director, who is supported by the Assistant Director and the Regional Managers.

### Risk Management

The Board of Trustees is responsible for the management of risks associated with the activities of the Charity. The Board refers to the Charity's Risk assessment at each meeting. The Risk Assessment is prepared and modified according to current conditions with the help of professional advisers. The Board of Trustees also has in place key controls for use by the Charity, such as formal agendas for meetings, comprehensive strategic planning and monthly management accounting, established lines of reporting, formal written policies, clear authorisation levels for all payments and vetting procedures for the protection of the vulnerable.

## Objectives and Activities

### Charitable Objectives

The Charity's objectives are

- To bridge the gap between urban and rural communities through showing the working countryside to children, their teachers and parents from inner city areas.
- To widen horizons, enhance appreciation of and respect for others through first hand experience of rural life.
- To promote knowledge, interest and understanding of the land, rural life and the countryside, to educate and inform, and to encourage a better and more positive understanding between urban and rural communities of our natural resources, cultural and architectural heritage.

### How the Charity's activities deliver public benefit

The Trustees have had due regard to the Charity Commission's guidance on Charities and Public Benefit. The Trustees are confident the aims of the Trust fulfill the requirements outlined in the guidance. The Trust's main activities and who benefits from these activities are described below. Most of the Charity's activities focus on the education of children from deprived areas of towns and cities in England and Wales and are undertaken to further the charitable objectives of the Trust for the public benefit.

### Objectives and principal activities for the Year 2011

2011 started once again in an overall climate of economic uncertainty with unprecedented opacity as far as fundraising was concerned. The main objectives for the Trust were to maintain the provision of its services to help

children from deprived areas to understand food, farming and the countryside and to develop new activities incorporating cooking and growing activities in order to reinforce the messages about food production and healthy living gained from the farm visits programme. The principal activity of The Country Trust is to organize and conduct day and residential visits to the countryside for children from deprived areas of towns and cities throughout England and Wales. In addition to this the Trust has begun to incorporate growing and cooking activities into its work and has two flagship lottery funded projects underway in Norfolk and Yorkshire.

#### **Volunteers**

The Country Trust relies heavily on the support and dedication of volunteers both as hosts for visits, and as representatives of The Country Trust on visits. The Charity is fortunate to number some 1,600 such volunteers who collectively donated in the region of 6,000 hours in 2011 to enable the Trust to achieve its objectives. The Board of Trustees would like to take this opportunity of thanking them for their unstinting efforts, without which the Trust could not accomplish its work in such an efficient and effective manner.

#### **Review of Achievements and Performance for the Year 2011**

The Country Trust has no formal targets for the number of children participating in educational visits to the countryside. It does, however, seek to make year on year improvements in both the quantity and quality of its activities, endeavouring also to offer better value for money. It is of paramount importance to the Charity that donors' funds are used in the most efficient manner whilst maintaining and, where possible, increasing the educational and personal developmental value of its services.

#### **Activities**

The Country Trust helped almost 28,000 children and 4,000 adults visit farms, estates, woodlands and other rural enterprises, and take part in cooking and growing activities. Continued progress was made in increasing the coverage provided by the Trust's staff, allowing more smaller towns where deprivation exists to benefit from the Trust's services. Central to this effort is keeping the Trust's donors better informed about the Trust's day to day activities and involving them in visits.

The Trust's eight regions were very active in 2011, and two lottery funded projects in Norfolk and Yorkshire were firmly established, with both performing very well.

##### **• South West Region - Richard Mines**

Richard Mines, South West regional manager, covers a large geographical area in the region, with nine counties from Herefordshire in the north to Devon in the south, Glamorgan in the west and Hampshire in the east. Rising fuel costs and poor funding have caused problems but still our schools continue to support and value the Trust's work in organising farm and countryside visits in the Southwest.

One such school, St Mary's R C School in Canton, Cardiff recently took part in a unique, outdoor learning experience, they went on a 'pilgrimage' to the beautiful Cistercian monastery on the banks of the River Wye at Tintern. Here they retraced much of the daily routine of a medieval monk and before leaving, visited the statue of the Blessed Virgin Mary where a prayer was said and flowers placed at her feet. Rather than return to the hustle and bustle of the city, the group went further up the river valley to find Tintern's beautifully restored Victorian railway station and signal box. They walked the old tracks which took them along the riverside where they were able to run and play freely in the meadow amongst the wild flowers and grasses. A truly memorable day.

'Kids love to cook!' How many times have you heard teachers say this? Schools in Cardiff, Abergavenny and Gloucester have all been fortunate enough to visit a very special fruit farm at Tillington on the outskirts of Hereford. The farm is part of a small network owned by the Co-operative Supermarket chain. The Co-op run an initiative called 'From Farm to Fork' which aims to inspire children to get passionate about food, about fresh, good quality ingredients and cooking with them. So at some point during the visit each child will have donned an apron, prepared and cooked something using fresh produce from the farm which they then take home to their family for tea.

##### **• East Midlands Region - Gill Oliver**

2011 was the first full year of being able to use Gill Oliver's Fenn Lane Farm's purpose built classroom and kitchen for Country Trust visits, whatever the weather. This enabled the East Midlands region to host days that completely revolved around the wheat grown on the farm by showing how the crop is grown, and the machinery used, followed by pizza or bread making and straw dolly making. The number of volunteers who are happy to devote their time to helping stage these days has been phenomenal and in July Gill hosted a ferret and pig racing evening to raise funds for the Country Trust, this was both enjoyable and a good source of fund raising. For the first time the region was able to host school visits in every month of the year. Many articles have been published in the local press about visits, which has resulted in a large number of local schools from the surrounding towns requesting visits. The late Margaret Wrathall's daughters have taken over where their mother left off by generously continuing to host visits for Northampton schools. Host and trustee Tina Fanshawe has developed ties with Northgate, a special needs school in Northampton and also with the local hospital outreach department for school children who are infirm.

Volunteering has been very strong with all manner of help being offered, such as cookery, gun dog displays or free dough for bread. Resources have been donated by Syngenta, Len Cross Fertilisers and GrowHow. The Trust is grateful to the Edith Winifred Hall Charity for their support of visits for Northampton schools and the John Longwill Agricultural Scheme, Barclays Bank and Fujitsu for their support for the region as a whole.

• **West Midlands region - Cathy Evans**

Visits in the West Midlands Region have continued to develop and improve to address issues requested by schools and involving working in partnership with other organisations. For example, several groups of Y6 children visited dairy farms to enhance their studies of microbes. Another host has built a marina on the Shropshire Union canal. Local RNLI volunteers run a shuttle boat to the nearby town and agreed to offer short rides in the Audlem Lass for children from Stoke-on-Trent visiting the farm, many of whom had never been in a boat before. Two visits in December included gathering materials such as holly, ivy and pine cones, which were then used for each child to make a fabulous table decoration to take home. The Gnosall Lions group gave a donation to cover the cost of other materials. The Burwarton Show Committee gave tickets for a group of Girl Guides, Brownies and their leaders from West Bromwich and Lower Gornall to go to the show in August, as well as a grant towards the cost of running two visits to the Estate of Lord Boyne. A number of food producers have continued to support trips to their suppliers. Muller Dairy (UK) Limited continued to help with the cost of transport; providing samples of product and sometimes, volunteers too. Dairy Crest and Joseph Heler Cheese both provided samples of products. This helps to make a real connection between food and farming. Opportunities to raise the Trust's profile were given by the NFU, who let us share their marquee at the Staffordshire County Show and the Wolverhampton Show.

• **North East region - David Thompson**

During 2011 over 5000 children and adults from the North East region have taken part in activities organised and run by the Country Trust. Children from throughout the region have enjoyed visits to real working farms and estates, which would not be possible without the generosity of host farmers and land owners, the hard work of a number of very capable and enthusiastic volunteers, and the support of donors. David Thompson continues to work on the North East Food Discovery project (Lottery funded) along with staff from partner Charity East End Health, which is focused on deprived areas of Newcastle.

• **North West, Nottinghamshire and Derbyshire region - Peter Marsden and Kath Mulheran**

This region is one of the Trust's largest regions geographically, covering some of the country's largest conurbations. More than 3,000 children from deprived areas of towns and cities stretching from Carlisle in the north down to Nottingham and from Liverpool across to Lincolnshire have experienced days and residential trips to real countryside. Large estates such as the Duke of Westminster's Eaton estate and Bolton Abbey estate receive multiple trips every year. Children from Bradford schools also enjoyed residential visits to the Yorkshire Dales for an unforgettable experience of country life at Halton Gill. Peter and Kath were assisted by Lee Holmes and Mark Scrimshaw, two retired police officers who have had a long association with the Trust.

• **London and the South East region - Jo Hatton, Anna Hare, Karina Hardingham, Bina Murray (residential)**

With continued support from the Girdlers' Company and other livery companies, and The Broads Authority, the Trust has made further changes to its ever popular residential programme. Three centres are used, YHA hostels in Buckinghamshire and Suffolk and Hotbeds House in Norfolk, owned by Girlguiding Anglia. Schools from several boroughs in London undertook residential visits for their Year 5 and 6 classes. A total of 18 trips were undertaken, managed by Bina Murray, the East Anglia Regional Manager. Karina Hardingham and Chris Jackman undertook visits to new hosts in Surrey and Sussex, and a new school from Hailsham visited Knepp Castle and Goffisland Farm, both new hosts in West Sussex. The Trust is grateful for the support of the Edgar Lawley Foundation and the Coral Samuel Charitable Trust for their support of farm visits for schools in London. Anna Hare has continued to develop her work in Berkshire and north Hampshire with visits to farms for schools located in deprived areas of Reading, Slough and Oxford. Once again, Stratfield Saye was a regular host and our thanks go to Lord and Lady Douro for letting the Trust use the park for visits. Hosts in Thatcham, Woolhampton, Padworth and Marlborough also hosted visits, one of which was a dairy farm, where the children drew parallels between cows and their diets and teeth.

• **East Anglia region - Bina Murray**

In East Anglia, the Trust has continued to develop its wide range of highly stimulating day visits for children, many in conjunction with BASC, the Norfolk Broads Authority, and Natural England, with whom we maintain close co-operation. A major focus was Food Production. For children with a school project on Italy, Norton's dairy laid on a tour followed by an introduction to making Mozzarella Cheese and Focaccia Bread. Many others enjoyed double farm days in East Anglia. The first farm focused on Fruits in the Hedgerows and Wheat. After great fun picking and tasting blackberries, sloes, plums and apples, children were able to plant their very own wheat where the farmer had left a gap for them. The second visit was during the summer harvest season. At the second farm, they toured the growing crop, then potted wheat seeds to grow at school, milled flour and finally made biscuits and bread which were baked for them to eat. Again, for Big Onion Day at Eleven, we organised a Wheat Growing exhibit. Children learnt the Wheat story alongside a display of farm products, and then tried a Vegetable Quiz encompassing 43 different vegetables which ended with a very lively discussion about vegetable growing. Other visit themes have included the seaside. For example, for the many children who had never seen the sea, we have held Beach Art and Sand activities as part of their visit. In changing times, the year has been one of expansion and continued success.

• **Hampshire, Wiltshire and Berkshire region - Jo Hatton and Jo Edney**

The Country Trust in Hampshire spent 2011 building upon existing projects with Alton and Alresford Agricultural Show Societies, whilst the development of a Childrens Discovery Zone with the New Forest and Hampshire Agricultural Society meant that there was an even greater educational focus at the Show. Bringing local education providers together within the beautiful woodland setting meant that school groups and the general public could spend time learning about the unique methods used to manage the New Forest, such as pannaging and commoning. They could also learn how to light fires and enjoy hunting for bugs, before getting creative with some foraging and natural art activities. Planning began for a Countryside Education Project that would be funded and hosted by the Romsey Agricultural and Horse Show Society. Local schools have been recruited and with a launch during Farmhouse Breakfast Week in January 2012, this is a exciting opportunity to work with new schools from the Romsey area.

The Special Schools project, which is funded by the Herbert and Peter Blagrove Charitable Trust launched a Countryside Adventure Competition at Longford Castle. The local primary schools and special needs schools spent a beautifully sunny day in the grounds of the Castle learning about food production, and countryside management whilst they tried their hand at fishing and plumbing! All of the launch meetings for the 2012 competitions have already been held, and we are delighted to be working with the Englefield Estate for the first time this year, increasing our coverage of special needs schools throughout Hampshire, Wiltshire and Berkshire. The Herbert and Peter Blagrove Charitable Trust have also funded a research project to help understand how special needs schools are currently including countryside education within their teaching and how the Trust may help them in the future.

• **Norfolk Food Discovery - Christabelle Dilks**

Norfolk Food Discovery completed its first successful year in July 2011. the Trust's pioneering, Lottery-funded project aims to encourage children from the most deprived areas of Norwich and Great Yarmouth to eat more fresh food by teaching them how to grow it and cook it from scratch. The practical work started in January and by March two allotments with poly tunnels were ready for sowing. The 180 children taking part loved the challenge from the start, and quickly transformed their beds into thriving gardens, planting potatoes, broad beans, garlic and onions, carrots, beetroot and all kinds of herbs. By May, salad crops were planted, fruit bushes were flowering and everything was flourishing - including ferocious weeds. Parent volunteers came to help, but it was the grandparents who proved the most vigorous gardeners. Local business were involved too - volunteers from Grant Thornton enjoyed their allotment experience so much that they made a donation to the project.

While crops grew, children learned how to cook them. In expertly taught cooking sessions children made vegetable lasagne, soup, cous cous salad and Eton mess, with tastings of local asparagus, crudités and dips. Special food-orientated farm visits were arranged through the changing seasons. In July the children harvested armfuls of food, enough to sell for profit in their playground Farmer's Markets, and then cook up a great harvest feast for friends at their schools.

The project has been so successful that the Trust is developing it in schools across the country, thanks to generous grants from the Ellerman Foundation and the Ernest Cook Trust. Norfolk Food Discovery is now well into its second year, adding visits from Local Food Heroes and blind tastings of local cheeses. Project Manager Christabelle Dilks and her team have developed learning journals, seasons wheels, creative materials and marvellous games, all to make the children's first journey into food as entertaining and as memorable as possible.

• **Yorkshire Food Discovery - Kay Whitfield**

Six schools have been involved in the project over the past year and another 12 schools have been selected for involvement over the next two years. Over 50 schools applied to work with YFD and there is a great level of interest in the programme. A "how to set up a successful food enterprise in school event" was held in October at Brunswick Organic Nurseries in York, which was well attended. The event gave school staff the opportunity to share their ideas and visit an inspiring social enterprise.

YFD was officially launched at White Quarry Farm in November and attended by a variety of stakeholders. Children from Oakwood Primary demonstrated apple pressing and wheat grinding, and offered around samples of Yorkshire Cheeses. Cooking sessions have been held in schools with the help of Curriculum Kitchen and children have been making leek and potato drop scones, using local seasonal ingredients. During these sessions children played a run around game to learn which foods we can grow in the UK, ground wheat to make flour, tasted different types of bread and made butter.

Two PGCE students were involved in the project on a week's placement in October. They shadowed a number of farm visits and are going to come back in May and help develop and deliver some activities as part of their training. We have made a good new contact with Wensleydale Creamery who will visit all the current schools and give them a cheese making demonstration. A pack of activities has been developed to support these visits and some of the visits will coincide with a cooking session which will include some cheese recipes.

## **Fundraising Performance**

In 2011, the Charity continued to diversify its funding base and improve its case for support. Extensive research into possible funders continued to achieve high success rates. In 2011 £512,229 was raised, compared with £409,374 in 2010. This is a 25% increase. The percentage of restricted funding increased to 67% in 2011 from 62% in 2010. This is mainly due to the increase in funding for specific projects. The Charity has endeavoured to broaden its funding base, with more money coming from the corporate sector. The Trust also held a very successful auction at The Girdlers' Hall in London in October which raised £26,000.

## **Financial Review**

The Charity's reserves increased to £152,650 in 2011 from £86,488 in 2010. Of this balance, £69,573 is restricted funds and £83,077 is unrestricted funds. Total income in 2011 was up by 25% on the previous year, largely due to funding from the Big Lottery fund's Local Food programme. Fundraising from trusts and companies continues to be challenging. Many of the Charity's operations have experienced increased costs, especially transport, accommodation and wage costs and the funding environment had been very difficult. The increase in wage costs was due to additional staff involved in the Yorkshire and Norfolk Food Discovery projects.

Financial management consists of the monthly preparation of management accounts that are distributed to all trustees for review. All payments made by the Charity over £500 need dual authorisation. The Trust's accounts are audited by a chartered accountant each year.

Of the Charity's total expenditure in 2011, 91% was spent directly on Field Work and Education. This means that the Charity's objectives have been met with efficient use of donors' funds, enabling year on year improvements in the effectiveness of the organisation to achieve its aims.

## **Reserves Policy**

The Charity's reserves policy is to have unrestricted funds available for three months operating costs. This would indicate a reserves level of approximately £90,000. At the end of 2011 the unrestricted reserve level was £83,077, a great improvement on the 2010 situation. This means that the target has almost been achieved. The Charity will strive in 2012 to increase the level of unrestricted reserves at or above the target level, in spite of the dire economic situation.

## **Principal Funding Sources**

The Charity continues to derive the majority of its funding from grant making trusts. Competition for funds appears to increase all the time and the Trust is aware of the need to have a strong case for support to be successful with applications for funding. The Charity was also able to secure grants from The Big Lottery Fund's Local Food programme for two projects as lead partner and one as subordinate partner.

## **Plans for the Future**

The Country Trust's Strategic Plan calls for the following objectives to be met:

- An increase in funding of 5-10% per annum.
- Diversification of the funding mix
- A steady increase in the provision of visits, both day and residential, coupled with increased efficiency
- Capacity must be linked to more effective use of donors' funds

Plans for 2012 and beyond include the following

- Maintain a focus on efficiency and cost effectiveness commensurate with the economic landscape.
- Roll out of Food Discovery projects throughout the Trust's regions, drawing on lessons learnt from the Lottery funded projects in Newcastle, Norfolk and Yorkshire.
- Continue to work with other charities and statutory bodies such as The Broads Authority, AONBs, Natural England and National Parks to help them fulfill their objectives when they are aligned with those of the Trust.

## **Trustees' Commentary on the Accounts**

On page 10, the Statement of Financial Activities, the 'Resources expended' have been split into three parts. Because most of the time of the permanent staff is devoted to work in the field, a high proportion of the salaries of the Trust's staff is directly related to educational field work. This is gone into in more detail on page 13 of the Notes to the Accounts.

Expenditure listed under 'Field work and educational costs' concerns:

- a) actual day-long and week-long educational expeditions into the country all over England and Wales;
- b) visits to hosts (including potential hosts), police forces and schools before such expeditions; and
- c) visits to schools after such visits, to help with follow up work in the school.

The heading 'Cost of Children's Transport' includes contributions of money made during the year by The Country Trust to schools towards the cost of transport (whether minibuses or coaches), to transport children on visits where the efforts of school or youth organizations to borrow transport or to hire it at their own expense fail.

Staff mileage is the cost per mile mileage allowance of journeys undertaken by the Trust education officers and by the part time members of staff, and also money spent on food and accommodation on overnight stays where required. Volunteer helpers' mileage etc is the cost per mile allowance (when claimed) of journeys made by volunteers conducting educational expeditions plus, where necessary, overnight accommodation and food.

The allocation of costs such as telephone, postage etc is a reasonable estimate between field work and administration - especially fund raising. A major part of administration work involves fund raising, contacting and liaising with grant-aid giving charities, financial institutions, industrial and other companies.

## Statement of Trustees' Responsibilities

Charity Law and the Companies Act require the Trustees to prepare Financial Statements for each financial year which give a true and fair view of the state of affairs of the Charity and of its financial activities for that period. In preparing those Financial Statements the Trustees are required to

- a) select suitable accounting policies and then apply them consistently;
- b) make judgements and estimates that are reasonable and prudent;
- c) state whether the policies adopted are in accordance with the Statement of Recommended Practice Accounting by Charities and with applicable accounting standards, subject to any material departures disclosed and explained in the Financial Statements, and
- d) prepare the Financial Statements on the going concern basis unless it is inappropriate to assume that the Charity will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the Financial Statements comply with the Charities Act 2011 and Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In accordance with company law, as the company's directors, we certify that

- So far as we are aware, there is no relevant audit information of which the company's auditors are unaware, and
- As the directors of the company we have taken all the steps that we ought to have taken in order to make ourselves aware of any relevant audit information and establish that the Charity's auditors are aware of that information.

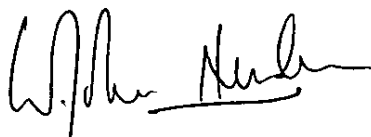
### Auditors

A resolution proposing the re-appointment of Ensors as auditors will be put to the members at the annual general meeting in accordance with Section 487(2) of the Companies Act 2006.

The Trustees' Report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

This report was approved by the Board on 12th April 2012 and signed on its behalf by order of the Board.

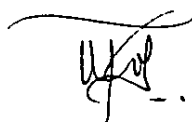
Signed



W J Henderson, Trustee

Date 12th April 2012

Signed



N J Ford, Trustee

Date 12th April 2012



## **Independent Auditors' Report to the Trustees of The Country Trust**

We have audited the financial statements of The Country Trust for the year ended 31 December 2011, which comprise the Statement of Financial Activities, Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the Members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the Members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Charity and the Members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of trustees and auditor**

As described on page 7, the trustees, who are also the directors of The Country Trust for the purposes of company law, are responsible for preparing the Trustees' Report and the accounts in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for satisfying themselves that the charity's accounts give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). These standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

### **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the trustees, and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees' Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

### **Opinion on financial statements**

In our opinion the financial statements

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2011 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended,
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Opinion on other matters prescribed by the Companies Act 2006**

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared are consistent with the financial statements.

## Independent Auditors' Report to the Trustees of The Country Trust (continued)

### Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of trustees' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit, or
- the trustees were not entitled to prepare the financial statements and the trustees report in accordance with the small companies regime

  
**Malcolm McGready (Senior Statutory Auditor)**  
for and on behalf of Ensors

### Ensors Chartered Accountants

Blyth House  
Rendham Road  
Saxmundham  
IP17 1WA

Dated 24.4.12

# THE COUNTRY TRUST

## STATEMENT OF FINANCIAL ACTIVITIES

For the period ended 31 December 2011

	Note	Unrestricted £	Restricted £	2011 Total £	2010 Total £
<b>Incoming Resources</b>					
Donations	2	171,088	340,970	512,058	409,135
Bank deposit interest received		171	-	171	239
<b>Total incoming resources</b>		<u>171,259</u>	<u>340,970</u>	<u>512,229</u>	<u>409,374</u>
<b>Resources expended</b>					
Cost of generating funds		2,827	6,213	9,040	5,609
Charitable expenditure					
Fieldwork and educational costs	3	95,840	309,989	405,829	351,577
Support costs	4	28,078	-	28,078	33,271
Management and administration	5	3,119	-	3,119	3,697
<b>Total resources expended</b>		<u>129,864</u>	<u>316,202</u>	<u>446,066</u>	<u>394,154</u>
<b>Net incoming/(outgoing) resources</b>		41,395	24,768	66,163	15,220
Balances brought forward		41,682	44,805	86,487	71,267
		<u>83,077</u>	<u>69,573</u>	<u>152,650</u>	<u>86,487</u>

All of the Charity's activities are classed as continuing

The Charity has no recognised gains or losses other than those shown above

The notes on pages 12 to 17 form part of these accounts

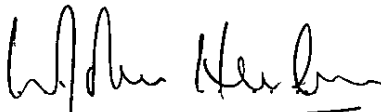
# THE COUNTRY TRUST


## BALANCE SHEET as at 31 December 2011

	Note	2011 £	2010 £
<b>Fixed Assets</b>			
Tangible fixed assets	8	987	1,241
<b>Current Assets</b>			
Debtors	9	2,307	2,440
Cash at Bank and in hand		<u>153,403</u>	<u>90,914</u>
		155,710	93,354
<b>Liabilities</b>			
Amounts falling due in one year	10	<u>4,047</u>	<u>8,107</u>
<b>Net current assets</b>		<u>151,663</u>	<u>85,247</u>
<b>Total assets less current liabilities</b>		<u>152,650</u>	<u>86,488</u>
<b>Funds</b>			
Restricted	13	69,573	44,805
Unrestricted	14	<u>83,077</u>	<u>41,683</u>
		<u>152,650</u>	<u>86,488</u>

These financial statements have been prepared in accordance with the special provisions applicable to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and with the Financial Reporting Standards for Smaller Entities (effective April 2008)

Approved by the Board of Trustees on 12 April and signed on its behalf by

  
W J Henderson

  
N J Ford

The notes on pages 12 to 17 form part of these accounts

Company Registration No 6436266

## **THE COUNTRY TRUST**

### **NOTES TO THE ACCOUNTS**

**For the period ended 31 December 2011**

#### **1 ACCOUNTING POLICIES**

##### **Basis of preparation**

The accounts have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standards for Small Entities (effective April 2008), the Charities Act and the Statement of Recommended Practice - Accounting and Reporting by Charities (SORP 2005), UK Accounting Standards and the Companies Act 2006

##### **Voluntary Income**

All donated income is included in income on receipt except where the donor requires that the sum is to be treated as income in future accounting periods

##### **Investment Income**

Interest received is accounted for when the interest is credited on the Bank deposit accounts

##### **Administration Expenditure**

Administration expenditure comprises all costs, incurred in running the Charity, which cannot be directly allocated to the Charity's projects

##### **Field Work and Educational Costs**

Field work and educational costs comprise costs incurred in carrying out day-long and week-long educational expeditions into the country all over England, visits to hosts (including potential hosts), police forces and schools before such expeditions, and visits to schools after such visits, to help with follow up work in the school

##### **Fixed Assets and Depreciation**

Fixed assets are written off over their estimated useful lives by depreciation through the Income and Expenditure Account. The computer software and furniture are depreciated at the rate of 25% on a reducing balance basis

##### **Restricted Income and Expenditure**

Donations for which the donor has specified that they should be used for a particular geographical location have been identified as restricted income. Expenses in these regions are matched to the income and shown as restricted expenditure

##### **Fund Accounting**

The unrestricted funds consist of funds which the charity may use for its purpose at its discretion

The restricted funds are those where the donor has imposed restriction on the use of the funds. Details of the funds and the restrictions are shown under note 13

# THE COUNTRY TRUST

## NOTES TO THE ACCOUNTS

For the period ended 31 December 2011

	Unrestricted £	Restricted £	2011 Total £	2010 Total £
<b>2 Incoming resources</b>				
Income brought forward from last year	-	-	-	-
Donation income received in the year	171,088	340,970	512,058	409,135
<b>Net donation income for the year</b>	<b>171,088</b>	<b>340,970</b>	<b>512,058</b>	<b>409,135</b>
<b>3 Field Work and Educational costs</b>				
Cost of children's transport in connection with educational expeditions	-	33,604	33,604	34,190
Residential and board accommodation for children	441	52,979	53,420	47,802
Wages and salaries	84,146	156,220	240,366	217,924
Staff mileage, accommodation and expenses	2,716	29,954	32,670	23,701
Volunteer helpers' mileage, accommodation and expenses	-	1,613	1,613	1,028
Computer costs	-	2,798	2,798	737
Legal Expenses	900	-	900	-
Visit expenses and cookery demonstrations	-	22,879	22,879	11,352
Telephone	291	3,177	3,468	2,548
Postage and stationery	1,414	3,621	5,035	4,632
Audit and accountancy	1,991	-	1,991	1,930
Insurance	1,799	-	1,799	2,276
Annual Report	172	549	721	172
Training and recruitment	368	375	743	2,322
Web design & hosting	1,602	2,220	3,822	963
	<b>95,840</b>	<b>309,989</b>	<b>405,829</b>	<b>351,577</b>
<b>4 Support costs</b>				
Staff salaries	18,261	-	18,261	23,997
Telephone	974	-	974	723
Postage and stationery	1,510	-	1,510	1,202
Audit and accountancy	597	-	597	579
Rates	248	-	248	215
Office rent	3,345	-	3,345	2,970
Office heating and electricity	2,218	-	2,218	2,503
Office equipment and servicing costs	221	-	221	346
Subscriptions and minor costs	411	-	411	362
Computer depreciation	176	-	176	235
Furniture depreciation	117	-	117	139
	<b>28,078</b>	<b>-</b>	<b>28,078</b>	<b>33,271</b>

# THE COUNTRY TRUST

## NOTES TO THE ACCOUNTS

For the period ended 31 December 2011

	Unrestricted £	Restricted £	2011 Total £	2010 Total £
<b>5 Management and Administration</b>				
Staff salaries	2,029	-	2,029	2,666
Telephone	107	-	107	81
Postage and stationery	168	-	168	135
Audit and accountancy	66	-	66	64
Rates	27	-	27	24
Office rent	371	-	371	330
Office equipment and servicing costs	25	-	25	38
Subscriptions and minor costs	47	-	47	40
Office heating and electricity	246	-	246	278
Computer depreciation	20	-	20	26
Furniture depreciation	13	-	13	15
	<u>3,119</u>	<u>-</u>	<u>3,119</u>	<u>3,697</u>

## 6 Net incoming resources for the year

This is stated after charging

Depreciation	326	415
Auditors' remuneration	2,654	2,573
Trustees' remuneration	-	-

## 7 Staff and Trustee Costs

Wages and salaries	97,848	97,802	195,650	180,169
Social Security Costs	6,588	6,586	13,174	15,070
Self - employed	-	51,832	51,832	48,148
	<u>104,436</u>	<u>156,220</u>	<u>260,656</u>	<u>243,387</u>

No employee earned £60,000 or more

The average number of employees, analysed by function was

Field work and education	13	9
Administration	2	2
	<u>15</u>	<u>11</u>

The following declarations are made in accordance with the Statement of Recommended Practice issued by the Charity Commissioners as a result of the Charities Act 1993 and the Charities (Accounts and Reports) Regulations 2005 Under the Charity's Trust Deed, as approved by the Charity Commission, the Director is entitled to be paid remuneration subject to the condition that he does not participate in discussion of or voting upon matters relating to his terms and conditions of employment or remuneration This condition is observed

The amount of expenses reimbursed to Trustees amounted to £nil (2010 £nil)

# THE COUNTRY TRUST

## NOTES TO THE ACCOUNTS

For the period ended 31 December 2011

### 8 Tangible Fixed Assets

	<u>Computer Equipment &amp; Software</u>	<u>Furniture and Office Equipment</u>	<u>Total £</u>
<b>Cost</b>			
At 1 January 2011	10,745	4,844	15,589
Additions	72	-	72
At 31 December 2011	<u>10,817</u>	<u>4,844</u>	<u>15,661</u>
<b>Accumulated Depreciation</b>			
At 1 January 2011	9,965	4,383	14,348
Charge	196	130	326
At 31 December 2011	<u>10,161</u>	<u>4,513</u>	<u>14,674</u>
<b>Net Book Value</b>			
At 31 December 2011	<u>656</u>	<u>331</u>	<u>987</u>
At 31 December 2010	<u>780</u>	<u>461</u>	<u>1,241</u>

### 9 Debtors

	<b>2011 £</b>	<b>2010 £</b>
Income tax recoverable	641	641
Prepayments	1,666	1,799
	<u>2,307</u>	<u>2,440</u>

### 10 Liabilities: Amounts falling due within one year

Accruals and other creditors	4,047	8,107
	<u>4,047</u>	<u>8,107</u>

### 11 Related Party Transactions

There were no related party transactions during the year

### 12 Company limited by guarantee

The company is limited by guarantee. Every member of the company undertakes to contribute such amounts as may be required (not exceeding £1) to the company's assets if it should be wound up while they are a member or within one year after they cease to be a member, to cover the liability of the company.



**THE COUNTRY TRUST**  
**NOTES TO THE ACCOUNTS**  
For the period ended 31 December 2011  
**13 Restricted Funds**

	<u>1 Jan</u>	<u>Movement in resources</u>		<u>31 Dec</u>
	<u>2011</u>	<u>Incoming</u>	<u>Outgoing</u>	<u>2011</u>
	£	£	£	£
London and South East Region	-	60,902	60,902	-
East Midlands Region	-	4,988	4,988	-
North East Region	4,419	34,603	32,309	6,713
North West Region	-	11,352	11,352	-
South West Region	-	3,000	3,000	-
West Midlands Region	-	7,924	7,924	-
East Anglia Region	13,798	10,831	19,564	5,065
Hampshire	22,352	69,904	40,191	52,065
Yorkshire and Humberside	4,000	-	4,000	-
London residential programme	-	24,000	24,000	-
Northampton and Bedfordshire	-	10,000	10,000	-
North East Food Discovery	-	12,073	6,343	5,730
Norfolk Food Discovery	-	50,311	50,311	-
Yorkshire Food Discovery	-	41,082	41,082	-
Website Development	236	-	236	-
	<u>44,805</u>	<u>340,970</u>	<u>316,202</u>	<u>69,573</u>

**London and South East Region**

£60,902 was received for visits in the South East region. The related expenditure has been matched to the account leaving a nil balance to carry forward to 2012.

**East Midlands Region**

£4,988 was received for farm visits in the East Midlands region. The related expenditure has been matched to the account leaving a nil balance to carry forward to 2012.

**North East Region**

£4,419 was carried forward from 2010 and £34,603 was received in 2011. The related expenditure has been matched to the income leaving a balance of £6,713 to carry forward to 2012.

**North West Region**

£11,352 was received for visits in the North West region. The related expenditure has been matched to the account leaving a nil balance to carry forward to 2012.

**South West Region**

£3,000 was received for charitable purposes. The related expenditure has been matched to the account leaving a nil balance to carry forward to 2012.

**West Midlands Region**

£7,924 was received for charitable purposes in the West Midlands. The related expenditure has been matched to the account leaving a nil balance to carry forward to 2012.

**East Anglia Region**

£13,798 was carried forward from 2010 and £10,831 was received in 2011. The related expenditure has been matched to the income leaving a balance of £5,065 to carry forward to 2012.

**Hampshire region**

£22,352 was carried forward from 2010 and £69,904 was received in 2011. The related expenditure has been matched to the income leaving a balance of £52,065 to carry forward to 2012.

**Yorkshire and Humberside**

£4,000 was carried forward from 2010. Expenditure has been matched to the income leaving a nil balance to carry forward to 2012.

**London Residential Expenses**

£24,000 was received for residential expenses. This has been matched to expenditure leaving a nil balance to carry forward to 2012.

**Northampton and Bedfordshire Regions**

£10,000 was received for residential expenses. This has been matched to expenditure leaving a nil balance to carry forward to 2012.

**North East Food Discovery**

£12,073 has been received for the lottery funded North East Food Discovery project. This total has been matched to expenditure leaving a balance of £5,730 to carry forward to 2012.

**Norfolk Food Discovery**

£50,311 was received for charitable purposes in the West Midlands. The related expenditure has been matched to the account leaving a nil balance to carry forward to 2012.

**Yorkshire Food Discovery**

£41,082 was received for charitable purposes in the West Midlands. The related expenditure has been matched to the account leaving a nil balance to carry forward to 2012.

**Website development**

£236 was carried forward from 2010. Expenditure has been matched to the income leaving a nil balance to carry forward to 2012.

**THE COUNTRY TRUST  
NOTES TO THE ACCOUNTS**

**For the period ended 31 December 2011**

**14 Analysis of Net Assets Between Funds**

	<u>Restricted Funds</u> £	<u>Unrestricted Funds</u> £	<u>Total Funds</u> £
Fund balances at 31 December 2011 are represented by			
Tangible Fixed Assets	-	987	987
Net Current Assets	83,077	68,586	151,663
Total Net Assets	<u>83,077</u>	<u>69,573</u>	<u>152,650</u>