

Annual Review 2019

Development, activities and achievements this year



Anyone who has visited Magog Down this year will be aware of the introduction of a parking charge. An extensive leafleting scheme by our volunteers before the event, brought notice of the change well in advance of its introduction. The overwhelming majority of our visitors have been sympathetic to the introduction of the charge and understand the aim to get every visitor to Magog Down to contribute to its long-term maintenance and upkeep, in a time when grant income streams may be under threat.

As Friends and Members are not charged for parking, it goes without saying that the number of Friends of Magog Down has increased substantially. We hope that a large proportion of these will take an interest in the management of Magog Down. Our volunteer numbers have also increased and we currently count over 70 volunteers helping us, in addition to the Trustees and members of the Management Team. The Trustees are grateful to have their support.

In this the 30th Anniversary year of The Magog Trust this assured, additional income stream from Friend subscriptions and parking fees provides an opportunity to plan for the next decade and explore further opportunities to retain and enhance the vision for Magog Down. We will celebrate our anniversary on 29th September, with talks and a tea party at The Granary, Stapleford, by kind permission of ACE Foundation. We are very pleased that talks will be given by some of our contractors: Michael Downs who looks after the Woods, will be talking on that subject, while Nick and Claire Beale are giving a presentation on “A Year in The Life of a Ranger on Magog Down.”



Our greatest asset is the landscape which has been created: meadowland in North Down, chalk grassland on the south-eastern side of Colin’s paddock, and arable land for farming retained at the soil change in the bottom third of the site. This provides magnificent views towards Cambridge and to the south, towards the higher ground in Essex and Hertfordshire. Any future developments on the site should be to enhance this landscape, but respect it, its flora and fauna, insects and invertebrates.

We aim to continue to be interactive with Friends and Members by updating website content and sending Newsletters. Upgrading the website would provide an easier platform by which to make payments and donations. It is vital that we are responsive to comments and suggestions which makes demands on our Administrative Assistant. Currently a number of groups use the Down in a formal way for their activities and we would wish to continue to support this.

Our contracted Conservation Rangers have made a huge impact, not only on the management of Magog Down, but also on our visitors. They have worked hard to expand the monthly Magog Volunteer Group and also to interact with those visiting the Down. They continue to monitor the car park. In addition, Nick and Claire have represented The Magog Trust at the Cambridge Natural History Society Conversazione Exhibition, as well as at other local meetings.

Along with neighbouring bodies, also associated with fast disappearing chalk grassland sites, ideas concerning future plans and management are discussed. The transport proposals put forward by the Greater Cambridge Partnership will impact on our environment and it remains important that we continue a dialogue with it, CPPF and members of the Neighbourhood Plan.

The Trustees of The Magog Trust are delighted that Dr Robert Macfarlane, Fellow and Reader at Emmanuel College, Cambridge, has accepted their invitation to become a Patron of The Trust. The Gog Magog Hills and Magog Down are a landscape he loves, and about which he has written, and we are honoured that he has agreed to support The Magog Trust through his patronage.



As the seasons change, the bright yellow of cowslips has changed to a sea of white from the ox-eye daisies. At the recent Sunday Stroll, led by the Rangers, we shared the joy of the countryside around us, even though we were in rain only a few days after the hottest day recorded in the UK, in Cambridge. On that occasion, it had turned yellow ochre from the wild parsnip and hawkweed ox-tongue also turned the Down yellow, with patches of purple from Wild Marjoram, Wild basil and clustered bell flower punctuated with clouds of wild carrot: lacy white with its tiny red dot in the centre. By the time we meet for our AGM in October, the meadows will have been cut, and another yearly cycle started.

The first thirty years of Magog Trust have brought about a glorious restoration of this corner of Cambridge Countryside which we must strive to maintain and treasure over future decades.



Financial information

The full report and accounts for the year to 31 March 2019 have passed independent examination and will be available online after the AGM. Excluding gains/(losses) on investments, the surplus from normal activities was £22,721 (2018: £10,587). Income increased by 23% and costs increased by 12%.

In order to help our supporters to have a better understanding of the different sources of income and areas of expenditure, we have provided further details in the table enclosed.

The Magog Trust: Financial information for supporters (Accompanying the Annual Review)

SUMMARY OF INCOME AND EXPENDITURE

	2018/19	2017/18
INCOMING RESOURCES	£	£
<u>Donations & Legacies</u>		
Member/Friend subs –pre parking fees	7,320	7,336
Donations and Gifts	6,848	5,552
Legacies	10,000	-
<u>Charitable Activities</u>		
Member/Friend subs –post parking fees	15,062	-
Car parking fees	5,496	-
Land Income, comprising:		
<i>Farming: sale of crops</i>	<i>26,373</i>	<i>29,501</i>
<i>Farming: BPS payment</i>	<i>13,423</i>	<i>13,166</i>
<i>Grants: HLS schemes</i>	<i>5,708</i>	<i>8,103</i>
<i>Grants: Forestry Comm</i>	<i>2,265</i>	<i>3,174</i>
Land Income Total	47,769	53,944
<u>Investment Income</u>	21,690	25,733
TOTAL INCOME	114,185	92,565
RESOURCES EXPENDED	£	£
<u>Charitable Activities</u>		
Farming costs	23,718	23,595
Ranger & other services	21,292	20,244
Administration	21,704	11,228
Repairs & maintenance	14,217	16,568
Depreciation on assets	2,730	2,421
Rent	1,140	1,140
<u>Other</u>		
Fund Management	6,663	6,782
TOTAL EXPENDITURE	91,464	81,978
NET INCOME	<u>22,721</u>	<u>10,587</u>

A summary of the assets of the Trust is given below:

NET ASSETS

	2018/19	2017/18
	£	£
Investments	625,135	610,351
Cash deposits	94,916	56,040
Land & other assets	487,357	504,069
TOTAL	<u>1,207,408</u>	<u>1,170,460</u>

For the financial year ended 31 March 2019, the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.