



Company Registration No. 00959609 (England and Wales)
Charity Number 259558

STAFFORDSHIRE WILDLIFE TRUST LIMITED
(A Company Limited by Guarantee)

REPORT AND FINANCIAL STATEMENTS

**FOR THE YEAR ENDED
31 DECEMBER 2018**



CONTENTS	Page
Chairman's annual report	2
Report of the board of management	3-19
Consolidated statement of financial activities	20-21
Consolidated and charity balance sheet	22
Consolidated cash flow statement	23
Notes to the accounts	24-44
Independent auditors' report	45-47

CHAIRMAN'S ANNUAL REPORT FOR THE YEAR ENDED 31 DECEMBER 2018

As we enter our 50th anniversary year, I am delighted to report that the Trust is in extremely good shape to respond to whatever changing circumstances we may face in the foreseeable future, as national and international discussions continue over Brexit.

As I write, construction work to create our new-look Visitor Centre and HQ at Wolseley Bridge is largely finished, complete with a new restaurant and retail area, and enhanced visitor facilities across the site. We also intend to open our new education hub later in 2019, also at Wolseley.

These improvements, which have been made possible by grant funding, member contributions and legacy gifts, are in line with our three year objective of diversifying our income profile to avoid over-dependence on any one source. The opening of a new charity shop in Penkridge is further evidence of our desire to increase our commercial income. At the same time, we are redoubling our efforts to recruit new members and to ensure that existing ones remain with us.

All of this work has a single purpose; to enable us to do even more to protect and conserve the wildlife of our beautiful county. During 2018, we have not only been able to manage our existing 27 nature reserves to best advantage for the local flora and fauna, but we have also negotiated new arrangements which will see the number of reserves increase to almost 40 during our anniversary year – a truly remarkable result given the humble beginnings of 50 years ago! Our Tucklesholme reserve opened in May 2019, forming a key part of our strategy to create a Trent Valley Living Landscape over the coming years, with huge support from the multi-million National Lottery Heritage grant which we have secured along with our partners in the Burton area. A European grant will enable us to work on a mosaic of sites along the river Trent in Stoke, creating vital urban green spaces for people and wildlife alike. We also intend to add to our portfolio of sites in the Staffordshire Moorlands which will enhance the work already undertaken in the Churnet Valley Living Landscape area.

Whilst our ambitions are high, we also recognise the need for prudence in our financial dealings. This report shows that at the end of 2018, our financial reserves stood at £1,897,000, in line with Charity Commission guidelines. We have been significantly assisted in this respect by a number of legacies which have been gifted to us and which will help us immensely in continuing our work over the coming years.

And so to our 50th anniversary year in 2019; we already have a series of celebratory events planned, including a youth debate on environmental issues, which will help us to shape our own strategies for the future. The new-look Wolseley Centre was officially opened in June, to be followed by a Birthday Wildchild Festival in August. And much more besides, taking our message to as wide an audience as possible.

In commending this report, I would like to thank everyone who has helped to make 2018 another successful year for the Trust – my fellow Trustees, our hard working staff, our wonderful volunteers, our partners and sponsors, and of course our members whose support is so vital for the wellbeing of wildlife across the county.



Richard Higgs
Chairman, Staffordshire Wildlife Trust

REPORT OF THE BOARD OF MANAGEMENT FOR THE YEAR ENDED 31 DECEMBER 2018

The Board have pleasure in presenting their report together with the audited consolidated accounts for the year ended 31 December 2018. The Board have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Effective 1 January 2015). The accounts have been prepared in accordance with the Charities Act 2011 and the Companies Act 2006.

Registration and legal structure

Staffordshire Wildlife Trust Limited is a charity registered with the Charity Commission in England and Wales No.259558 and is a company limited by guarantee No. 959609.

During the year it had two wholly owned subsidiary companies: Staffordshire Wildlife Trading Limited (Company No. 3387233) and Staffordshire Ecological Services Limited (Company No.06775503). Staffordshire Ecological Services Limited did not trade during the year.

Registered office

The Wolseley Centre, Wolseley Bridge, Stafford, ST17 0WT.

Charitable objects

Staffordshire Wildlife Trust Limited is required by charity and company law to act within the objects of its Memorandum of Association, which are as follows:

1. For the benefit of the public, to advance, promote and further the conservation, maintenance, restoration, regeneration and protection of:
 - Wildlife and its habitats
 - Places of natural beauty
 - Places of zoological, botanical, geographical, archaeological or scientific interest
 - Features of landscape with geological, physiographical or amenity value in particular, but not exclusively, in ways that further biodiversity.
2. To advance the education of the public in:
 - The principles and practice of sustainable development
 - The principles and practice of biodiversity conservation.
3. To promote and undertake research in all areas of the natural world and to publish the useful results thereof.

This translates into the following aims that represent the Trust's mission statement:

Staffordshire Wildlife Trust Limited's mission is to protect and enhance the wildlife and wild places of Staffordshire and to promote understanding, enjoyment and involvement in the natural world.

Organisation

The affairs of the Trust are managed by the Board of Management, who are the Trustees.

Officers of the Trust:

The Trust will have the following Officers: Chairman, Vice Chairman, Secretary, and Treasurer.

REPORT OF THE BOARD OF MANAGEMENT FOR THE YEAR ENDED 31 DECEMBER 2018

The Trust's Articles of Association state that the minimum number of Trustees shall be nine (9) and (unless otherwise determined by ordinary resolution) the maximum number shall be fourteen (14).

At each annual general meeting all Trustees appointed at the Annual General Meeting four years previously must retire from office.

The Trust may by ordinary resolution at an Annual General Meeting appoint as a Trustee any member who is willing to act and who is either a Trustee retiring in accordance with the above mentioned circumstance and who has indicated a wish to be reappointed; or a member recommended by the Trustees; or a member in respect of whom the Trust has been given a notice, not less than fourteen (14) or more than thirty-five (35) clear days before the date of the meeting, which is signed by two members entitled to vote at the meeting; states that members' intention to propose the election of the member in respect of whom the notice is given by the Trustee; is signed by the person who is to be proposed as a Trustee to show his or her willingness to act; contains the details that, if the person were to be appointed, the Trust would have to file at Companies House; The Trustees may at any time appoint a member who is willing to act to be a Trustee but a Trustee so appointed must retire at the next Annual General Meeting.

The appointment of a Trustee whether by the Trust in the Annual General Meeting or by the Trustees may not cause the number of Trustees to exceed any number fixed as the maximum number of Trustees.

A retiring Trustee who has been a Trustee for twelve (12) or more consecutive years may not be reappointed until at least one year after the date of his or her retirement.

Members of the Board

The Trustees of the charity, who are also Members of the Board, who have held office in the year, were:

Mr Richard Higgs – Chairman from 21 June 2015 (Re-elected Member from 4 June 2018)
Miss Suzanne Carr Vice Chairman from 21 June 2015 (Re-Elected Member from 21 May 2017)
Dr Ruth Green (Re-elected Member from 21 June 2015, resigned 25 March 2019)
Sir Philip Hunter (Re-elected Member from 4 June 2018, resigned 26 November 2018)
Mr Bernard Price (Re-elected Member from 8 September 2014, resigned 31 July 2018)
Mr Michael Walker (Re-elected Member from 21 June 2015)
Mr Nicholas Young (Re-elected Member from 21 May 2017)
Mr Ian Downing – Treasurer from 1 January 2016 (Elected member from 21 June 2015)
Mr Paul Hackney Secretary from 21 June 2015 (Elected member from 21 June 2015)
Miss Rachel Kelsall (Elected member from 22 May 2016, resigned 31 July 2018)
Miss Julia Hagan (Elected member from 22 May 2016, resigned 31 July 2018)
Mrs Lisa Stephenson (Elected member from 4 June 2018)
Mr Philip Shore (Elected member from 4 June 2018)
Ms Alison Glaisher (appointed 26 November 2018)
Mr Elliott Lancaster (appointed 30 October 2018)
Mr David Rogers (appointed 30 October 2018)

The Board meets monthly except for August and December to review the work of the Trust.

The maintenance of an annual plan with associated reporting of progress by staff will ensure that the Board are apprised of the charity's performance and can manage and control the charity's activities.

Induction and training of Board members

Trustees' skills are reviewed regularly to ensure that the balance is suitable. New Trustees are inducted into the charity by discussions between themselves and other Trustees, and members of staff, as opportunities arise. They are presented with background information and have access to the Charity Commission's website.

Chief Executive

The day to day management of Staffordshire Wildlife Trust Limited was delegated on 11 May 2015 to Mr Julian Woolford, Chief Executive.

Links with other Charities

Although an entirely independent charity, Staffordshire Wildlife Trust (SWT) is one of 47 similar charities that are members of The Royal Society of Wildlife Trusts (RSWT), which working together act as one of the largest environmental charities in the UK. RSWT works at both English and UK levels particularly in ways that facilitate activity in Staffordshire, for which the Trust makes a financial contribution to RSWT each year.

Share capital

The Company does not have a share capital and is limited by guarantee.

Strategic report

Review of activities

Main objectives and achievements for 2018

1. Conservation priorities:

1.1 Nature reserve

Nature reserves are at the heart of the Wildlife Trust movement and central to the SWT's work. In 2018, we completed up-to-date management plans for all of our reserves, including monitoring plans to accompany them. This was a watershed moment as for many years we'd had an incomplete set of plans for our own estate and a lack of clarity on monitoring priorities.

Our work on SSSI condition status continued. A small number of sites are in unfavourable recovering condition due to complex issues involving hydrology and matters often outside our control. We worked successfully with Natural England to help us agree remedies which we will begin to implement from 2019.

A major set back in August was a significant and long-lasting fire at our Roaches Estate. We estimate that some 60 hectares were damaged. We put a restoration plan in place, which initially focussed on stabilisation of the bare peat, blocking off artificial drainage ditches and mapping and restoration of the peat which suffered the worst damage from the fire. An initial estimate of the cost was in the region of £100,000. However a large part of this can be made up of funds already allocated as part of the DEFRA Peatlands restoration fund we were successful in obtaining earlier in the year. The general public have also been generous with many donations given to us for the restoration work.

At Gentleshaw Common the extremely rare plant Great Sundew (*Drosera anglica*) was found. This is the first time the species has been recorded in Staffordshire in almost 100 years. The find is evidence that the positive management that has been brought to the site under SWT is working for biodiversity.

1.2 Land acquisition

The handover of the Staffordshire Moorlands District Council countryside estate to our management was delayed, pending final discussions on Wetley Moor with Stoke City Council, who own the freehold of the moor. We expect this to be completed in 2019. The estate consists of 11 sites, two of which are classed as Country Parks, five are designated Local Nature Reserves and one is a Site of Special Scientific Interest.

We were pleased to be able to buy Knotbury Common, a 23-hectare site of nationally important SSSI/SAC/SPA habitat in the South West Peak. The site lies close to the Roaches and Black Brook nature reserves and within the priority wader area within which the Trust is currently working. The purchase was committed to in 2018, but completion did not occur until 2019.

We were also delighted to be able to buy Gun Moor, with help from the Esmee Fairbairn Foundation, an iconic hill west of the Roaches. The area is 78.5 hectares of upland moor, blanket bog and rush pasture, currently in a Higher Level Stewardship scheme. The land is not designated and not currently managed so it is land where SWT can make a big difference to safeguard and protect the habitat by introducing cattle grazing and scrub control. As with Knotbury Common, the completion of this purchase did not occur until 2019.



1.3 Churnet Valley

The Churnet Valley is of high importance for its wildlife and is the best example of a wooded river valley in the county. There are numerous nationally-important areas in the valley: designations include 14 SSSIs and 238 Sites of Biological Importance (SBIs).

In 2018, we reached the end of the Heritage Lottery funding for the Churnet Valley Landscape Partnership in April, but continued to play a lead role in exploring further options for funding.

We focussed our efforts on the river Churnet itself, particularly on improving water quality, natural flood management and reduction in diffuse pollution. A project to create a fish pass at Crumpwood Weir, which the Trust was to have led with funding from the Environment Agency, was unfortunately postponed by the Agency. However, the Agency itself started work on the project in March and we have been able to provide advice.

We completed a natural capital assessment of the valley and an opportunity mapping exercise to identify priority areas for further work.

We also continued to give people the opportunity to be involved in caring for the Churnet Valley through our Churnet Valley volunteers. The group undertook a variety of conservation tasks including hedge laying, walling, scrub clearance and grassland conservation work at Moneystone Quarry. We completed a project protecting veteran trees and continue to carry out river fly surveys.

We were successful in winning funding for a variety of people-focussed projects, including Skills Builder, funded through Big Lottery, which gives ex-offenders the opportunity to develop work skills by undertaking conservation tasks on a variety of sites across the region including our reserves. And we delivered a youth project with Leek College which provided environmental opportunities for young learners.

1.4 Transforming the Trent Valley

In the Transforming the Trent Valley Programme, we completed the development phase of the National Lottery-funded project by mid-year and were thrilled to have confirmation in December that we were successful in moving to the delivery phase, starting in April 2019. This is the culmination of three years' hard work by many staff in the Trust and is testament to the Trust's vision and confidence in our ability to deliver landscape-scale conservation projects in partnership.

The successful bid has secured around £4.7 million in total, including funding from the National Lottery Heritage Fund and match funding, to spend on a range of projects, including a significant biodiversity project led by the Trust, Living Floodplains.

The programme will last for five years, and is a partnership of 18 organisations, working together to restore and enhance the natural and cultural heritage of the Trent Valley, with the Staffordshire Wildlife Trust at the helm. Our projects will be delivered under three core themes: Connecting Communities Through Action, River Valley Connections, and Transforming the Landscape:

Connecting Communities through Action

- **Community Engagement:** Empowering local communities to make positive change.
- **Wildchild:** Encouraging children and families to explore nature through play.
- **Big Washlands Watch:** Challenging schools, families and individuals to identify species in our landscape.
- **Transforming Lives:** Providing young conservationists with new skills and training.
- **Connecting with Nature:** Connecting adults with nature for improved mental wellbeing.
- **Tales from the River Bank:** Capturing memories of life in the Trent Valley.

River Valley Connections

- **Interpretation programme:** Telling the story of the Trent Valley for all ages and backgrounds.
- **Trent Valley Way:** Creating a series of walks and trails along the River Trent.
- **Canal Access:** Upgrading the towpath of the Trent and Mersey Canal for multiple users.
- **Canoe Discovery:** Creating and promoting a canoe trail along the River Tame.
- **Gateway to the Trent Valley:** Building a new off-road cycleway connecting communities across the A38.
- **Waymarking of Cycle Routes:** Creating marked cycle routes across Burton-on-Trent.

Transforming the Landscape

- **Living Floodplains:** Improving biodiversity and reconnecting the river with its wetlands.
- **Brook Hollows:** Restoring the culturally important lakes at the heart of Rolleston.
- **Transforming the Trent Valley's Heritage:** protecting heritage at risk from cultivation.
- **Stop! The Military Heritage of the Trent Valley:** preserving the built heritage of the WWII Stop Line.

1.5 Staffordshire Moorlands

Our work as a supporting partner continued in the Heritage Lottery-funded South West Peak project, with projects focussing on education, crayfish and wader conservation projects, footpath restoration at the Roaches and 'Slowing the Flow', a project using SWT reserves in the area to hold back flash floods in the uplands. The South West Peak Landscape Partnership is a five year, £2.4 million pound Heritage Lottery-funded landscape scheme.

The scheme covers the South West Peak, from Lyme Park in the north to Onecote in the south. Its aims are to restore, protect, and improve the landscape and conserve the wildlife of the South West Peak.

Staffordshire Wildlife Trust are delivering three of the 18 Projects:

Crayfish in Crisis

- Surveying populations of the endangered White-Clawed Crayfish
- Identifying ideal locations for new crayfish Ark Sites
- Interpreting the challenges facing crayfish to visitors and river user
- Coordinating assisted migrations of crayfish into suitable areas
- Training local volunteers to monitor and help crayfish survive long into the future

Roaches Gateway

- Repairing 1,000 metres of the most popular footpaths around the Roaches
- Training local volunteers in upland footpath construction and drystone wall repair
- Restoring 800 metres of drystone walls
- Providing on-site and off-site interpretation about the value of the Roaches landscape
- Improving infrastructure at three popular entrances

Wild Child

- Inspiring lifelong appreciation for the natural world
- Connecting children and their families with the tools and knowledge to enjoy and feel comfortable in the outdoors
- Developing independent interests outside of guided activities
- Providing "taster" days for parents and volunteers to experience what Wild Child has to offer
- Offering activities at iconic sites such as The Roaches and at more accessible sites like Macclesfield Forest and Lyme Park.

The Trust is also a key partner in a number of projects led by other partners:

Slowing the Flow: Woody debris dams installed on the Black Brook river with leaky dams installed at Brund Hill.

Working for waders: Research and surveys undertaken this year on and around Shawside and Black Brook.

Future Custodians: Apprenticeship scheme run by the Peak District National Park Authority out of Marsh Farm. We are offering work around the Roaches to facilitate apprentice training which will assist with Roaches Gateway project and general estate management.

Glorious Grasslands: Several referrals made by the Trust to the Glorious Grasslands team from neighbours of the Roaches.



1.6 Stoke-on-Trent

In Stoke-on-Trent, we played a lead role in a significant European-funded project to revitalise the waterways and associated grasslands in the city. The programme will deliver a network of Green and Blue infrastructure improvement across Stoke-on-Trent and urban Newcastle-under-Lyme that will achieve the core principles of the Natural Environment White Paper (Lawton, 2012) and targets under Biodiversity 2020, be delivering 'more, bigger, better and connected' areas of habitats. It will also deliver Water Framework Directive targets by improving water quality and river habitats.

The value of the project is £3 million over three years and outputs will include:

- 150 hectares of improved habitats
- 25 km of enhanced and improved river and brook corridor

It will also include more resilient river ecology to mitigate against the effects of urban diffuse pollution.

The project start date was delayed due to contractual and planning challenges but so far we have delivered:

- River restoration in Stoke, including a weir removal, bank re-profiling and wetland enhancement.
- Nine hectares of grassland enhancement works in Newcastle.
- Submitted a complex planning application for river restoration by the old Victoria football ground
- Undertaken four public consultations and other stakeholder engagement activities to help determine plans for 2019.

1.7 HS2

HS2 remained the key priority for our planning team. Whilst the consultation on phase 2a was completed by the end of 2017, there was an opportunity to look at suitable locations for mitigation works not only on Trust sites, but also on third party land.

Of the 25 Local Wildlife Sites that still need re-surveying and will be impacted by HS2, six sites were completed by the end of the year. Resource limitations stopped further progress but work will continue in 2019.

We exceeded the target for new Local Wildlife Site data and eight newly assessed areas will be put forward for designation: four are extensions to existing sites and four are new sites.

We have also identified more than 100 potential mitigation areas and will continue discussions with landowners.

We also gave evidence to the High Speed Rail Bill Select Committee in Westminster.

1.8 Badger vaccination

Sadly the badger cull was extended to part of Staffordshire in 2018. We continue to campaign against the cull, promoting vaccination and improved biosecurity as more effective measures. To date, official figures indicate 3979 badgers have been killed.

After a number of years when no vaccine was available, we were able to continue vaccination at three sites during the year. We looked at how we might resource this on third party land if there is demand and positive discussions are ongoing.

An extended vaccination programme is planned for 2019 including new third party sites.

1.9 Cross-cutting themes: natural flood management

Our wetland work is amongst some of the highest quality across the region and we are seen as the 'go to' organisation by organisations such as the Environment Agency. This continued to be a growing part of our work and funding is likely to be available to expand this work further.

Whilst flood management is a politically driven agenda there is scope to ensure that, through natural flood management, we can deliver wildlife benefits as well. The focus of the bulk of this work lies with our priority Living Landscape Areas.

2. People Engagement priorities:

In total, the people engagement team worked with over 15,000 children during 2018 and recorded over 5,000 volunteer hours contributing to our nature reserve management, people engagement work or work experience. The opportunities to engage people in the natural environment increased during the year with an increase in events, training courses and school work, particularly in Stoke-on-Trent.

2.1 Forest Schools

We continue to expand on our Forest Schools work with schools with a new project "Strong Roots; Better Futures" successfully launching in 2018 after receiving essential life skills funding from the Department for Education. The project works with 90 schools in Stoke-on-Trent and will continue into 2019. Over the lifetime of this project 1200 children will take part in 12 week Forest School programmes.

2.2 Learning

A key priority for our formal learning programmes for schools was managing any potential disruption to our Wolseley education offering whilst the Wolseley re-development programme started in September. Notwithstanding the lack of facilities for three months of last year, over 5,000 children attended a curriculum-linked learning session at Wolseley or Westport.

2.3 Training

We trained 72 education professionals to deliver more outdoor learning experiences to children, including training 24 Forest Schools leaders. We offered 20 leisure courses on themes such as bushcraft, Christmas wreath-making and practical conservation skills.

2.4 Wildchild

After two years of consolidating and evaluating our informal education provision, 2018 saw the Wildchild team grow not just the number of events but the spread of events around the county, with more delivered at nature reserves such as Highgate, The Roaches, Hem Heath and Doxey Marshes.

Moving forward into 2019 we plan to expand the number of sites to make it easier for people to travel from anywhere in the county. In total we organised 221 Wildfamilies events during 2018, with many commissioned by external organisations.

Over 9,000 children have engaged with us through these informal, play-based opportunities including Wildlings, birthday parties, Nature Tots and Getwild. A further 3,000 took part in trails at our visitor centres run by the commercial team.

2018 saw our Wildchild work in Stoke-on-Trent continue with further funding from Children in Need secured for another three years. This project saw us work with 1,466 children during 2018 across the city's nature reserves and open spaces. As a result of this work, we have also been working in partnership with Stoke City Council to deliver additional Wildchild and Wildfamilies events across their sites.

2.5 Community and volunteering

In 2018, we had a big focus on increasing volunteering opportunities for young people aged 14+ and hosted six young people on work experience placements. In 2018 we identified a need to further invest in our volunteer and track their huge contribution to the Trust and so will be investing in additional capacity to do this in 2019. We also reached out to community groups to help them find funding to support wildlife friendly initiatives in their local area. Wild about Tamworth continued to engage almost 100 local volunteers in the management of local nature reserves, as well as delivering school visits and events for the whole community. This project is so well regarded by Tamworth Borough Council, that we are discussing how to increase the scope of this work as well as how we might replicate this method of engagement in other districts of Staffordshire and Stoke-on-Trent.

Age range offers:

0-5	Nature Tots and Wildlings
4-7	Wild families Drop ins
4-13	Wild families Workshops
8-14	Wildplay, GetWild,
14 - 21	Youth volunteering - Tame Valley (finished July 2018), work experience and #Wildyouth
14+	Adult bush craft and volunteering, with a focus on volunteering between 16-21 within a learning setting (colleges or training provider) and 21+ informal volunteering or courses (bush craft at the moment but expandable in future)
3-18	Forest Schools delivery
18+	Forest School Training, Volunteering, Wild about Stafford, Wild about Tamworth

In addition, 3,290 children took part in trails around our visitor centres run by our commercial team, totalling 13,204 children.

3. Membership and Fundraising

3.1 Membership

The Trust recorded its best year for membership growth since the early 2000s with a net increase of 193 memberships. A total of 1,057 new memberships were recruited with 864 cancellations, bringing the number of household memberships to 9,238 representing 15,259 people.

3.2 Legacies

The Trust benefitted significantly from gifts in wills during 2018 including a very significant gift from a long standing member from the south of the county and the release of significant funds from the estate of a lady from the north of the county.

3.3 Grants and fundraising

Our fundraising focus for the early and middle part of the year was on the development of the Wolseley Centre. Successful bids to a range of funders including Rural Development funds from the EU, a grant from the HS2 Community Fund and support from the Garfield Weston Foundation gave the Trust confidence to break ground in the autumn.

REPORT OF THE BOARD OF MANAGEMENT FOR THE YEAR ENDED 31 DECEMBER 2018

The first fundraising success of the year came in the form of a bid to Biffa Award to build the new education centre at Wolseley which resulted in a grant of over £300,000. Special thanks also goes to Trustees from the Connie and Albert Taylor Charitable Trust and Cannock Chase SAC partnership for their support in helping the education centre to become a reality.

At the other end of the year the major success was the securing of almost £3 million from the National Lottery Heritage Fund to the Transforming the Trent Valley Landscape Partnership scheme.

Other significant grants include two awards from Children In Need which once again will be supporting our ongoing work to engage young people in Stoke and will now enable this work to extend into Burton and East Staffordshire. The second fundraising surprise of the year came from the Strong Roots programme in Stoke. Thanks to their support we were able to roll out Forest Schools to children and teachers across Stoke.

We are very grateful to all of the organisations that have chosen to support our work during 2018.

4. Marketing and communications

Social media continued to be a very effective tool for communicating with our audience. At the close of the year around 32,000 people were following our social media feeds with regular posts on our work, campaigns, fundraising, ideas to get closer to nature or simply great images of our county's wildlife and landscapes.

The most significant media event of the year was sadly for all the wrong reasons. The Roaches fire in August tested every part of the Trust to the limits including our communications team. The ensuing media frenzy, which saw almost round the clock attention from TV, radio and press took a great deal of coordinating but resulted in some very poignant coverage and an up-swelling of support to raise funds to kick start the restoration.

Positive highlights of the year include fantastic coverage of the Wolseley Centre development which made the front page for the right reasons and the social media led 30 Days Wild campaign which saw the number of people in Staffordshire taking part almost double to nearly 2,000. Right at the end of the year the new Trust website was born. This is part of a network-wide shared platform that will make it even easier to keep our supporters and could be supporters up to date with the Trust.

2018 was also a year for planning for the Trust's 50th anniversary. By the time you read this report the celebrations will be in full swing.

5. Commercial priorities

We recorded a mixed year in our Trading Company in 2018. Our two charity shops were less profitable than expected, while the Wolseley Development impacted our trading in our HQ from the autumn.

However, we recorded strong profits at our Westport Café and Visitor Centre, and still managed to record a profit not far short of our budgeted figures at Wolseley despite the development closing the site from October.

We trialled new approaches to income generation during the year, including a commercial appeal and our first cycling sportive, the latter being developed further in 2019.

The focus for 2019 will be to increase the charity shop portfolio and to deliver a successful Wolseley Centre offering.

6. Finance, HR, IT, facilities management priorities

We set out to further refine our financial management reporting methodology and systems so that we have monthly financial management information to monitor our performance. Progress towards this aim has been limited due to financial systems which do not easily communicate with each other, and due to limited resources. We are scoping out solutions for 2019.

We introduced a new professional standards development framework to ensure that everyone in the organisation is able to develop the skills required to do their job. We continued to strive to be an employer of choice in terms of job satisfaction, salary and benefits.

Collaboration with Derbyshire and Nottinghamshire Wildlife Trusts was limited in terms of driving out the real financial benefits we expected to see from shared membership, procurement, fleet management and IT support services. This was largely down to differing philosophies, financial modelling and varying timescales which made co-ordinated activity challenging.

The new General Data Protection Regulation (GDPR) impacted the way we can communicate with our members, but we were successful in ensuring SWT is compliant with the new regulations and reviewed our "member journey" to ensure our members receive the best experience we can offer.

Future developments

Priorities for 2019:

7. Conservation priorities:

7.1 Nature reserves:

In 2019, having completed management plans and associated monitoring plans for all our reserves, our focus will turn to delivering against those management plans.

Highlights for 2019 will include the integration of the Staffordshire Moorlands District Council nature reserves into our portfolio, the official opening of our Tucklesholme reserve and major work at the Roaches, funded through the DEFRA Peatland Restoration Scheme, to block hundreds of metres of artificial drainage ditches, some of which will contribute to the restoration of the burn area. A further highlight in 2019 will be a public consultation into the future management of Gentleshaw Common.

Our work on SSSI condition status will also continue. A number of sites, such as Black Firs and Cranberry Bog, are in unfavourable recovering condition due to complex issues, often outside of our control. We will continue our work to put in place restoration work, where possible, in consultation with Natural England. In some cases, SSSI status was awarded for species which have since disappeared: the challenge is to agree whether it's realistic to recover lost species or whether to focus on new priorities.

Through investing further in 'nature recovery network' mapping, we will seek to advocate for and implement appropriate management measures with willing partners in the buffer zones around our reserves and the wider landscape. A good example of this is in the South-West Peak, where we will also target reserve acquisition and build on our work with local landowners, not least through the Natural England funded facilitation funds. We will also explore further the concept of a 'Wild Peak' (Peak District National Park), with Derbyshire Wildlife Trust, the National Park Authority and the National Trust. This may allow for limited 'rewilding' opportunities.

7.2 Land acquisition:

As mentioned above, we expect the lease of the Staffordshire Moorlands District Council countryside estate to be completed in early 2019 as we have now largely resolved outstanding difficulties with Stoke City Council relating to Wetley Moor. We will begin the process to develop management plans for all their estate in 2019.

As part of our nature recovery network mapping, we will refresh our existing Strategic Land Acquisition Policy to ensure that it takes a truly landscape-scale approach to potential land acquisition opportunities and draw up a priority list of potential land holdings we would like to acquire.

7.3 Churnet Valley

The Churnet Valley remains a priority landscape for the Trust in 2019. The National Lottery Heritage-funded Landscape Partnership was completed successfully in 2018, and the Partnership Board is keen to refine and develop a vision for a further five years. We will remain a leading partner on the Partnership Board and will seek to deliver 'Wild Churnet' projects aiming to improve, restore and connect biodiversity. In 2019 we will deliver a project allowing fish to bypass the weirs at Solomon's Hollow. We will also deliver two hectares of species-rich grassland creation at quarries in the Caudon Lowe area as part of a five-year plan of action to continue the restoration and creation of species-rich grassland. We have a further pipeline of 'Wild Churnet' projects ready for delivery, but funding remains the challenge.

7.4 Transforming the Trent Valley

Work to deliver the new Transforming the Trent Valley programme, as described above, will continue at pace, with recruitment of staff, and project initiation.

We will open our new Tucklesholme reserve in the valley in 2019 as mentioned above.

7.5 Staffordshire Moorlands

Our work as a supporting partner will continue in the National Lottery Heritage-funded South West Peak project will continue, as described above.

7.6 Stoke on Trent

Our work to deliver a landscape-scale restoration programme in Stoke and urban Newcastle, as described above, will continue.

7.7 HS2

HS2 will remain the key priority for our planning team. We will continue to respond to consultations and take every opportunity to comment and input to the design of the Phase 2a plans. We will continue to work with partners to explore 'offsetting' opportunities provided by the project and related funds.

7.8 Badger vaccination

In 2019 we expect to ramp up our efforts to vaccinate badgers on our reserves and to develop a partnership with groups of farmers in the west and the north of the county to investigate vaccinating badgers on their land. We will continue to advocate for alternatives to the cull.

7.9 Natural flood management

The focus of the bulk of this work lies within our priority living landscape areas. The work theme encompasses national priorities such as our Natural England-funded Countryside Stewardship Facilitation Fund in the Whiston Brook catchment as well as work in the Scotch Brook catchment near Stone. Both areas are also included in our Water Environment Grant (WEG) fund application which was submitted in May 2018. WEG is an attempt to allocate and utilise funding which would be returned to the European Union if not appropriately spent by the time of Brexit.

We will also remain hosts of the Staffordshire Trent Valley Catchment Based Approach (CaBA) Partnership which is seen by the Environment Agency as the key local partnership for achieving catchment-wide improvement in water quality and wetland habitats.

We are also exploring the potential for commissioning a beaver re-introduction feasibility study.

7.10 Ecological Mapping

The recently published Wildlife Trust report to government, 'Towards a Wilder Britain', emphasises the importance of mapping the country's current ecological resource in order to inform a variety of initiatives. Adding to work such as Professor John Lawton's Making Space for Nature document and strategic policies such as the National Planning policy Framework (NPPF), the mapping of ecological networks will lead to a more complete picture of the state of Staffordshire's nature.

Using the wealth of ecological data, in the form of both site, habitat and species information, held by Staffordshire Ecological Record (SER) and supplemented with local environmental knowledge, in 2019 we will complete the first countywide ecological opportunities map (Local Nature Recovery Map) to inform, amongst other outcomes, our evidence base for use in advocacy and the county's embryonic biodiversity offsetting ventures.

7.11 Monitoring

We will increase collaborative working, both internally and externally, to address and expand environmental monitoring of our work and the status of the county's natural environment.

To ensure natural history recording remains healthy in Staffordshire, we will continue to develop citizen science as a source of monitoring in the county, including river fly monitoring, which has been used to great effect in areas such as Stoke (Bucknall Park) and the Churnet Valley, plus technological advances in the form of smartphone applications which mean landowners can make a valuable contribution to targeting our conservation effort.

8. People Engagement priorities

Our People Engagement team delivers a range of events and activities, each with a clear identity and target audience.

We have an excellent reputation with our funders and clients, and in 2019, a series of projects will continue: Wildchild (Stoke-on-Trent) funded by Children in Need; Wildchild (South West Peak) funded by Heritage Lottery Fund; Strong Roots: Better Futures (Stoke-on-Trent) funded by Department for Education; The Learning Hub funded by Biffa Award, and partners in Tamworth Borough Council (Wild About Tamworth); Stoke-on-Trent City Council (Get Outdoors Get Active); and Staffordshire County Council (Wildchild) amongst others.

This year we have also identified areas for growth in 2019.

In 2019 we will also focus on:

8.1 Formal learning

Our new Biffa Award Learning Hub will give us an excellent opportunity to develop our programmes and engage with a wider audience. We will continue to deliver our existing range of environmental education programmes and new activities covering additional areas of the curriculum. As the hub is self-contained, it will be easier to deliver out-of-hours and twilight sessions for teachers, clubs and community groups.

We will also expand the number of other sites from which we deliver our programmes, in particular making use of a new relationship with Staffordshire County Council on Cannock Chase to deliver secondary learning opportunities from the John O'Leary Centre.

We will identify a suitable alternative venue for our education work beyond Westport which is both limited by size and which will allow our trading operations more flexibility at the site.

8.2 Forest Schools

We will be a major provider of Forest Schools across Staffordshire in 2019, increasing our presence in this market and enabling us to work with more schools and children. We will do this by significantly increasing the number of trainees completing the Level 3 Forest School qualification, due in part to the funding from the Strong Roots project. We will also be delivering to around 100 schools, through Strong Roots and the Vulnerable Children's framework.

8.3 Wildchild

During 2018 we 'road-tested' a number of activities and sites for their family engagement potential (Wildfamilies). We now have a much more refined suite of activities that we know attract good numbers. These sessions provide ideal opportunities to move people along their engagement journey, often introducing people to the Trust for the first time.

During 2019 we will increase the number of existing groups we work with through, for example, after school clubs, scouts and groups. Wildlings continues its steady growth, and we anticipate the launch of a regular weekly session in Staffordshire Moorlands (upon acquisition of the Staffordshire Moorlands District Council site at Biddulph Grange).

Transforming the Trent Valley will see a both a Wildchild project and a Youth Engagement project delivered across the scheme area. We will prioritise new Wildchild work in the Churnet Valley, the only one of our major living landscapes in which we do not currently deliver a significant number of events.

8.4 Partnerships, volunteering and placements

We will work with partners, including Academy Trusts, Higher Education and Further Education establishments, to develop increased volunteering and work placement opportunities.

In particular, 2019 will see us developing our volunteer journey, looking at the systems and processes that support our volunteers; ensuring the Trust can maximise the contribution volunteers make, reduce reliance on paid staff in some areas and increase opportunities for youth volunteering.

We hope to appoint a volunteer coordinator who will see us refresh and review our volunteering policies and procedures, centralise databases and formalise recruitment, induction and training of volunteers.

8.5 Health and Wellbeing

Using the Learning Hub we have the opportunity to tap into the increasing number of people searching for evening and weekend classes teaching mindfulness, eco-therapy and relaxation. The Hub is the ideal location for this kind of work and we will be expanding our offerings as the year progresses.

8.6 50th Anniversary Birthday Festival event

2019 is our 50th Anniversary and will include a special celebration event. The event will give us a great opportunity to test large, pre-ticketed, arts-based events at Wolseley, with the option to roll this out in future years. A key priority will be to find funding to support the costs of putting on the event.

9. Membership and fundraising priorities

9.1 Membership

In 2019, we aim to consolidate our position by building the capacity and capability of our recruitment team and refining our membership offer. We will also build a better understanding of our membership journey so as to keep members engaged with our work and therefore less likely to lapse.

Regulatory changes are still bedding down and have put pressure on our capacity to administer our membership, so we will aim to address this in 2019.

9.2 Legacies

The Trust's legacy fundraising programme is developing well, and is showing results in terms of an increasing number of legacy pledgers and legacy gifts from people with whom the Trust had a positive relationship during their lifetime.

In 2019, the Trust's 50th Anniversary will be used to focus supporters' minds on the impact of gifts in wills to support the Trust's work.

9.3 Grants and fundraising

Securing grant funding to deliver the Trust's operational programme will continue to be a priority in 2019. Particular emphasis will be placed on identifying opportunities for funding the core budget to relieve budget pressure.

9.4 Marketing and Communications priorities

The Wildlife Trusts and Staffordshire Wildlife Trust continue to have a lower profile than other environmental organisations. We need to continue to build our brand profile and clarify who we are and what we stand for.

2019 will be a particularly important year for the Trust to raise its profile through the 50th anniversary celebrations, including the official opening of the revamped Wolseley Centre and our work in support of a major public-facing campaign to support the Wildlife Trusts' efforts to get the right outcomes for the Environment Act going through Parliament. This will include further work with our 12 MPs.

10. Commercial priorities

Our strategy will remain the same: investing in charity shops, and improving our catering and retail offerings both at Westport and at the Wolseley Centre.

The exciting development of the Wolseley Centre and the creation of the new Learning Hub are set to be finished by the summer. This serendipitous timing during the Trust's 50th anniversary year means that they will be a focal point for the celebrations.

Although disruption to staff and visitors will be kept to a minimum during the works, there may well be a period of settling in for staff while they become accustomed to new layouts and working arrangements including the increased commercial activity through the Kingfisher Café and a new retail offer.

We will also invest in other fundraising initiatives, including running our Ride the Roaches cycling sportive again and other activities to support our 50th anniversary celebrations.

11. Finance, HR, IT, facilities management priorities

We will continue to refine our financial management reporting methodology and systems so that we have monthly financial management information to monitor our performance.



REPORT OF THE BOARD OF MANAGEMENT FOR THE YEAR ENDED 31 DECEMBER 2018

We will continue to implement our performance management and competency development framework to ensure that everyone in the organisation is able to develop the skills required to do their job. We will continue to strive to be an employer of choice in terms of job satisfaction, salary and benefits.

As the General Data Protection Regulation (GDPR) has significantly changed the ways we can communicate directly with our members, we will ensure the Trust is compliant with these regulations and continue to review our "member journey" to ensure our members receive the best experience we can offer.

Financial review

This year's accounts have been prepared in accordance with the Companies Act 2006 and the Statement of Recommended Practice – Accounting and Reporting by Charities (SORP 2015).

Review of the year

Staffordshire Wildlife Trust's financial position remained broadly stable during the year and the consolidated unrestricted funds increased to £ 3,140,000 (2017: £1,564,000) at the year end.

Income

	2018	2017	Increase / (Decrease)
Total income received in the year	4,635,000	2,496,000	2,139,000
Total income includes the following:			
Membership income	636,000	607,000	29,000
Legacy income	1,845,000	63,000	1,782,000
Income from charitable activities, grants and donations	2,130,000	1,779,000	351,000

Expenditure

	2018	2017	Increase / (Decrease)
Total resources expended during the year	2,961,000	2,483,000	478,000
Total expenditure includes the following:			
Costs of raising funds	817,000	839,000	(22,000)

Policy and charity governance

Governance

The Board should review its governance process on a four-year cycle, and is next due to review it in 2019. The governance was last reviewed in 2015, and a new governance statement and updated Articles of Association were approved at the AGM in June 2015.

Risk management

The Board recognises the risks faced by the Trust. The Board maintains a risk register which is reviewed and updated annually. The current risk register addresses Governance Risks, Operational Risks, Financial Risks, Compliance with Law and Regulation, and External Risks.

Executive Remuneration

The Chief Executive and the Senior Leadership Team make up the key management personnel of the Trust. In 2018 the Senior Leadership Team comprised; Head of Conservation Delivery, Fundraising and Membership Manager, People Engagement Manager and Head of Commercial Operations. In setting the remuneration of the Chief Executive and the senior leadership team the Board have looked at the remuneration of their peers across The Wildlife Trusts, as well as the skills needed to carry out the roles to the benefit of the Trust. The total executive remuneration paid in 2018 was £ 225,000 (£177,000 in 2017).

Financial reserves

The Board aims to maintain sufficient unrestricted general funds to cover six to nine months' of core operating expenses. This is currently considered to be in the range of £650,000 to £950,000. This is a prudent estimate based on the relatively static income from members and the variable income schedule of grants. In 2010 a financial reserve was set up specifically for Highgate Common and this is recorded in designated unrestricted funds.

At 31 December 2018 the Board consider the consolidated unrestricted funds of the Trust to be £ 3,140,000 , comprising £ 988,000 of designated funds and £ 2,152,000 of general funds. The designated funds support the Trustees' commitment to manage Trust reserves in future years.

Investment powers and policy

Staffordshire Wildlife Trust Limited's Articles of Association enables it to invest monies not immediately needed for its purposes in such investments, as may be thought fit, subject to conditions and consents required by law.

The Trust relies on a professional investment manager for the day-to-day management of the Trust's investment portfolio. On 23rd September 2002 the Board agreed to give the investment manager authority to manage the Trust's portfolio on a discretionary basis subject to the following conditions:

Choosing Investments

The Trust's policy is to review the portfolio annually and instigate an annual meeting between the investment manager and a committee of trustees. These occurred in February 2018 and March 2019. The suitability of the investments should not knowingly be in conflict with the Trust's Mission Statement 'To protect and enhance the wildlife and wild places of Staffordshire and to promote understanding, enjoyment and involvement in the natural world.' The Trust's policy is to limit the risk attached to investments by requiring the investment manager to invest in a spread of assets including equities, gilts and cash with the aim of achieving the best possible return while safeguarding the capital value.

Rate of Return

The Trust sets the investment manager no specific rate of return to achieve other than that expected from a duly diligent professional investment manager. The investment performance will be compared with a suitable index on an annual basis.

Review

The Trust will review the situation annually, or sooner if there is need. At least every three years the Trust will consider whether or not the investment manager has the appropriate knowledge and experience, is carrying out his work competently, and has regard to the suitability of each investment and category of investment. In 2009, a sub-committee of trustees received submissions from three investment management firms and decided to remain with the incumbent. This decision was subsequently reaffirmed and is next due for review in 2020. Subsequent to the year end, the board agreed that the investments of the Trust should be moved specifically to more ethical investments, a process to be initiated over an 18 month period.

REPORT OF THE BOARD OF MANAGEMENT FOR THE YEAR ENDED 31 DECEMBER 2018

Taxation

Staffordshire Wildlife Trust Limited is a registered charity and can claim exemption from Corporation Tax on income and gains which are applied for charitable purposes under section 505, Income and Corporation Taxes Act 1988.

The subsidiary trading companies are subject to Corporation Tax. Whilst most of the surplus is donated to the Charity, the trading companies pay tax on that left to maintain and build up their working capital.

Auditors

Baldwins Audit Services were re-appointed as the Trust's auditors at the Annual General Meeting on 4th June 2018.

Bankers

National Westminster Bank
75 High Street
Newcastle-under-Lyme
Staffordshire
ST5 1PP

Solicitors

Keelys LLP
28 Dam Street
Lichfield
Staffordshire
WS13 6AA

Investment Advisors

Investec Wealth & Investment Limited
2 Gresham Street
London
EC2V 7QN

Auditors

Baldwins Audit Services
Churchill House
59 Lichfield Street
Walsall
West Midlands
WS4 2BX

REPORT OF THE BOARD OF MANAGEMENT FOR THE YEAR ENDED 31 DECEMBER 2018

Statement of the Board's responsibilities

The trustees (who are also directors of Staffordshire Wildlife Trust for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Public benefit statement

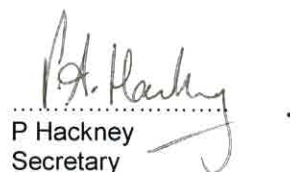
The Trustees confirm that they have complied with the duty in section 4 of the Charities Act 2006 to have due regard to the Charity Commission's general guidance on public benefit, 'Charities and Public Benefit'.

The Trust's public benefit is enshrined in its charitable objects as outlined on Page 3.

Statement as to disclosure of information to auditors

The members of Board who were in office on the date of approval of these financial statements have confirmed, as far as they are aware, that there is no relevant audit information of which the auditors are unaware. Each of the members of Board have confirmed that they have taken all steps that they ought to have taken as members of Board in order to make themselves aware of any relevant audit information and to establish that it has been communicated to the auditor.

The Report of the Board of Management, which includes the Strategic Report on pages 5 to 16, was approved by the Board on 24th JUNE 2019 and signed on their behalf:


P Hackney
Secretary

**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2018**

		2018	2018	2018	2018	2017
	Note	Unrestricted £'000	Restricted £'000	Endowment £'000	Total Funds £'000	Total Funds £'000
Incoming and endowments from:						
Donations and Legacies	2	2,593	5	-	2,598	762
Charitable Activities	3	675	742	-	1,417	1,146
Other Trading activities	4	596	-	-	596	541
Investment income	5	21	-	-	21	27
Other		3	-	-	3	20
Total income		3,888	747	-	4,635	2,496
Expenditure on:						
Raising Funds	6	817	-	-	817	839
Charitable activities	7	1,462	682	-	2,144	1,644
Total expenditure	8	2,279	682	-	2,961	2,483
Net gains/(losses) on investments		(54)	-	-	(54)	61
Net income/(expenditure)		1,555	65	-	1,620	74
Transfers between funds		(11)	11	-	-	-
Other recognised – gains/(losses):		-	-	-	-	-
Corporation tax		-	-	-	-	-
Net movement in funds c/fwds		1,544	76	-	1,620	74

**CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2018**

	Note	2018 Unrestricted Funds £'000	2018 Restricted Funds £'000	2018 Endowment Funds £'000	2018 Total Funds £'000	2017 Total £'000
Net movement in funds b/fwd		1,544	76	-	1,620	74
Reconciliation of Funds:						
Fund balances at 1 January (brought forward)		1,596	572	3,474	5,642	5,568
Fund balances at 31 December (carried forward)	21	3,140	648	3,474	7,262	5,642

The statement of financial activities contains all gains and losses for the year.

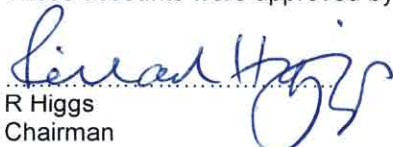
The notes on pages 24 to 44 form part of these financial statements

**CONSOLIDATED AND CHARITY BALANCE SHEETS
AS AT 31 DECEMBER 2018**

	Note	Group		Charity	
		2018	2017	2018	2017
		£'000	£'000	£'000	£'000
Fixed Assets					
Tangible assets	12	2,975	1,868	2,910	1,841
Heritage assets	13	2,131	2,131	2,131	2,131
Investments	14	726	785	727	786
Total fixed assets		5,832	4,784	5,768	4,758
Current assets					
Stocks		21	27	-	-
Debtors	15	528	482	660	568
Investments	16	465	465	465	465
Cash at bank and in hand		706	344	652	278
Total current assets		1,720	1,318	1,777	1,311
Liabilities					
Creditors: Amounts falling due within one year	17	(290)	(460)	(253)	(397)
Net current assets		1,430	858	1,524	914
Creditors: Amounts falling due in more than one year		-	-	-	-
Total net assets		7,262	5,642	7,292	5,672
The funds of the charity					
Restricted Income Funds	19	648	572	648	572
Endowment	20	3,474	3,474	3,474	3,474
		4,122	4,046	4,122	4,046
Unrestricted Funds	21	3,069	1,451	3,099	1,481
Revaluation Reserve		71	145	71	145
Total funds		7,262	5,642	7,292	5,672

As permitted by s408 Companies Act 2006, the charity has not presented its own SOFA. The charity's net income for the year was £1,694 k.

These accounts were approved by the Board on 24th JUNE 2019


R Higgs
Chairman


P Hackney
Secretary

The notes on pages 24 to 44 form part of these accounts
Company number 959609

CONSOLIDATED CASH FLOW STATEMENT
YEAR ENDED 31 DECEMBER 2018

	Note	2018 £'000	2018 £'000	2017 £'000	2017 £'000
Net cash inflow from operating activities	28		790		(164)
Cash flows from investing activities					
Investment income		21		25	
Purchase of fixed assets		(357)		(40)	
Purchase of heritage assets		-		(10)	
Proceeds from sale of investments		109		193	
Purchase of investments		(141)		(133)	
Net Cash provided by investing activities			(368)		35
Cash flows from financing activities					
Repayments of borrowing		(97)		-	
Net cash inflows from new borrowing		-		-	
Receipt of Endowment		-		-	
Net Cash used in financing activities			(97)		-
Change in cash and cash equivalents in the reporting period			325		(129)
Cash and cash equivalents at the beginning of the reporting period			867		996
Cash and cash equivalents at the end of the reporting period	29		1,192		867

1 Accounting policies

1.1 Basis of accounting

The financial statements have been prepared under the historical cost convention, with the exception of listed investments which are included at their market value. The financial statements have been prepared in accordance with the Charity Commission Statement of Recommended Practice - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (effective 1 January 2015). The financial statements are prepared in sterling, which is the functional currency of the charity. Monetary amounts in these financial statements are rounded to the nearest £.

The Trustees confirm that the Charity is a public benefit entity as defined by FRS 102.

1.2 Group Accounts

The Statement of Financial Activities (SOFA) and Balance Sheet consolidate the financial statements of the charity and its subsidiary undertakings. The results of the subsidiaries are consolidated on a line by line basis.

The charity has availed itself of Paragraph 4(1) of Schedule 1 of the Large and Medium-sized Companies and Groups (Accounts and Reports) Regulations 2008 and adapted the Companies Act formats to reflect the special nature of the charity's activities.

As most of the income from the subsidiary companies is transferred to the Trust the view taken is that there is no significant difference between the Group and Company figure. The subsidiaries are accounted for separately for management control purposes.

1.3 Going concern

The Trustees have considered the operating position of the Group and are of the opinion that there are no material uncertainties regarding the Trust's ability to continue as a going concern.

1.3 Fund Accounting

1.3.1 Unrestricted Funds

These funds can be used for any of the charity's purposes.

1.3.2 Restricted Income Funds

These funds have been given to the Trust for a particular purpose to be used in accordance with the wishes of the donor.

1.3.3 Endowment Funds

These funds have been given to the Trust for a particular purpose to be used in accordance with the wishes of the donor. The capital can generally not be realised.

1.3.4 Designated funds - Projects

These funds were set aside by the Trustees for specific projects. Many of these projects are partly funded with the unfunded element set aside from general funds.

1.4 Income

Income from investments, Gift Aid and deeds of covenant is included gross, and is accounted for when it is receivable or the charity's right to it becomes legally enforceable. Provision has been made for Income Tax reclaimable at the year end.

Legacy income is included in the accounts when the amount due can be quantified with reasonable certainty and the timing of the receipt is known.

Incoming resources in the form of donated assets have been included in the SOFA at a reasonable estimate of their value, taking into account the market value of the assets and comments made by the donor.

Grants receivable are accounted for when there is sufficient information to enable the claim to be made or the claim has been made and there is clear indication to suggest the claim will be met.



1 Accounting policies (continued)

1.5 Volunteer Help

The Trust receives support from a wide variety of volunteers. It is not practical to place a value on the time volunteered by all these persons, due to the variety of duties performed, the differences in time spent, and the sheer number of volunteers who gave of their time.

1.6 Membership Income

Membership income is taken to the Statement of Financial Activities over the life of the subscription, taking into account the type of membership involved.

1.7 Local Groups

The Local and Special Interest Groups are referred to in note 25. They hold up to £500 each. Their activities have not been included in the consolidated figures, other than by way of the contributions they make. They are autonomous in their operation. Larger groups are consolidated into the Trust's accounts.

1.8 Expenditure

Indirect costs are allocated to the expenditure headings in the SOFA on the basis of the number of employees in each area of work.

Cost of Raising Funds consists of expenditure relating to appeals, communications requesting funds, applying for grants and other general publicity as part of fundraising together with associated support activities and cost of sales.

Administration and Support of charitable activities consists of those costs incurred in support of expenditure on the objects of the charity. These include the provision of the premises, personnel, information technology and audit fees.

1.9 Irrecoverable VAT

The charity and its subsidiaries are partially exempt. Irrecoverable VAT is allocated to the appropriate cost categories.

1.10 Depreciation

Depreciation is not provided on freehold land which is considered to have a useful life of more than 50 years. The lease of the Roaches Estate was acquired on 1 May 2013 and is to be written off over its 125 year term.

Depreciation has been provided for on buildings which comprise construction of the Trust's headquarters, the Gatehouse conversion at Wolseley and the construction of the visitor centre at Highgate Common at a rate to write the asset off over fifty years.

Depreciation on other tangible fixed assets has been charged at twenty per cent per annum, flat-rate, on cost from the date of acquisition other than on the boardwalk at Wolseley which is being written-off over twenty years.

1.11 Heritage assets

The Charity's objects include the conservation of nature for the purpose of study and research and to educate the public in understanding and appreciation of nature, the awareness of its value and the need for its conservation. As such the Charity owns and maintains a number of nature reserves that fall into the definition of heritage assets in accordance with FRS 102. These assets have been capitalised at cost at the date of acquisition, and being land in nature have not been depreciated.

The costs of maintaining the heritage assets are expensed through the Statement of Financial Activities as incurred, as part of the Trust's charitable activities.

1 Accounting policies (continued)

1.12 Investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. The statement of financial activities includes the net gains and losses arising on revaluation and disposals throughout the year.

The Trust does not acquire put options, derivatives or other complex financial instruments. The main form of financial risk faced by the charity is that of volatility in equity markets and investment markets due to wider economic conditions, the attitude of investors to investment risk, and changes in sentiment concerning equities and within particular sectors or sub sectors.

1.13 Stocks

Stocks are stated at the lower of cost and net realisable value, where cost comprises purchase price. There is no stock held by the charity. The Trading Company holds stock as stated in the balance sheet (note 22)

1.14 Pension Costs

The Trust operates a defined contribution scheme for the benefit of its employees. The costs of contributions are written off against incoming resources in the year they are payable. The assets of the scheme are held separately from the Trust in independently administered funds.

1.15 Finance and operating leases

The Trust has no finance leases. Rentals payable under operating leases, including any lease incentives received, are charged to income on a straight line basis over the term of the relevant lease except where another more systematic basis is more representative of the time pattern in which economic benefits from the lease asset are consumed.

1.16 Land and buildings

Nature Reserves are included at cost in the accounts as the Board are of the opinion that they are to be preserved long-term by the Trust. As regards the Buildings at Wolseley at 30 May 2006 these were valued for insurance purposes, in respect of re-building costs of £1,562,000, so the board believes the cost is a fair valuation. A new valuation will be carried out as part of the development of the Wolseley Centre during 2018/2019.

1.17 Financial instruments

The Trust only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

1.18 Deferred income

Income is deferred in respect of projects that are timebound and recognised for the period in which the project is completed. Income is also deferred for membership subscriptions, where those subscriptions relate to a period after the end of the financial year.

NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018

2 Donations and Legacies

	Unrestricted	Restricted	Endowment	2018	2017
	£'000	£'000	£'000	£'000	£'000
Membership income	636	-	-	636	607
Grants and donations	112	5	-	117	92
Legacies	1,845	-	-	1,845	63
	<u>2,593</u>	<u>5</u>	<u>-</u>	<u>2,598</u>	<u>762</u>

3 Charitable Activities

	Unrestricted	Restricted	Endowment	2018	2017
	£'000	£'000	£'000	£'000	£'000
Grants and Contracts	675	742	-	1,417	1,146
Primary Purpose Trading	-	-	-	-	-
	<u>675</u>	<u>742</u>	<u>-</u>	<u>1,417</u>	<u>1,146</u>

4 Other Trading Activity

	Unrestricted	Restricted	Endowment	2018	2017
	£'000	£'000	£'000	£'000	£'000
Shop Sales	163	-	-	163	151
Conference and Room Hire	63	-	-	63	66
Westport Lake Café	262	-	-	262	254
Fundraising Events	14	-	-	14	22
(including local groups)					
Other	94	-	-	94	48
	<u>596</u>	<u>-</u>	<u>-</u>	<u>596</u>	<u>541</u>

5 Investment income

	Unrestricted	Restricted	Endowment	2018	2017
	£'000	£'000	£'000	£'000	£'000
Interest	1	-	-	1	2
Dividends	20	-	-	20	25
	<u>21</u>	<u>-</u>	<u>-</u>	<u>21</u>	<u>27</u>

NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018

6 Expenditure on raising funds

	Unrestricted £'000	Restricted £'000	Endowment £'000	2018 £'000	2017 £'000
Cost of Raising Donations	274	-	-	274	343
Event Costs	-	-	-	-	9
Charity Shops	116	-	-	116	102
Trading Company Costs	419	-	-	419	351
Advertising / Direct Mail	-	-	-	-	27
Investment Management	8	-	-	8	7
	<u>817</u>	<u>-</u>	<u>-</u>	<u>817</u>	<u>839</u>

7 Charitable activities

	Unrestricted £'000	Restricted £'000	Endowment £'000	2018 £'000	2017 £'000
Conservation Delivery	751	305	-	1,056	918
Education	461	156	-	617	409
Living Landscapes	-	221	-	221	93
Other Charitable Projects	250	-	-	250	224
	<u>1,462</u>	<u>682</u>	<u>-</u>	<u>2,144</u>	<u>1,644</u>

	Direct Costs £'000	Grant Funding £'000	Support £'000	2018 £'000	2017 £'000
Conservation Delivery	874	-	182	1,056	918
Education	468	-	149	617	409
Living Landscapes	221	-	-	221	93
Other Charitable Projects	14	-	236	250	224
	<u>1,577</u>	<u>-</u>	<u>567</u>	<u>2,144</u>	<u>1,644</u>

NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018

8 Total expenditure

	Staff Costs £'000	Direct Costs £'000	Other Support £'000	Governance £'000	2018 £'000	2017 £'000
Expenditure on raising funds	446	178	185	-	809	832
Investment management costs	-	-	8	-	8	7
Conservation	595	258	203	-	1,056	918
Education	449	48	120	-	617	409
Living Landscapes	114	17	90	-	221	93
Other Charitable Projects	121	-	116	13	250	224
	<u>1,725</u>	<u>501</u>	<u>721</u>	<u>13</u>	<u>2,961</u>	<u>2,483</u>

Total expenditure is stated after charging:

Auditor's Remuneration	- Audit Services	11	11
	- Tax Advisory Services	-	1
	Other Non-Audit Services	2	5
Depreciation		70	62
Amounts Payable Under Operating Leases		<u>30</u>	<u>16</u>

9 Analysis of Support Costs

	Raising Funds £'000	Conservation Delivery £'000	Education £'000	Other £'000	Total £'000	Basis of Allocation
IT	2	13	11	16	42	Per Capita
Finance	10	52	43	64	169	Per Capita
Premises	19	104	85	128	336	Per Capita
HR	2	13	10	15	40	Per Capita
Governance	-	-	-	13	13	Actual
	<u>33</u>	<u>182</u>	<u>149</u>	<u>236</u>	<u>600</u>	

10 **Staff costs**

	Trust £'000	Trading £'000	SES £'000	2018 £'000	2017 £'000
Salaries and Wages	1,214	242	-	1,456	1,228
Social Security Costs	90	14	-	104	84
Other Pension Costs	112	19	-	131	110
	<u>1,416</u>	<u>275</u>	<u>-</u>	<u>1,691</u>	<u>1,422</u>

Employees and Volunteers

The average number of employees,
analysed by function, was:

	Trust	Trading	SES	2018	2017
Conservation	20	-	-	20	19
Education	21	-	-	21	11
Fundraising	6	-	-	6	9
Management and Administration	13	-	-	13	12
Subsidiaries	-	16	-	16	12
	<u>60</u>	<u>16</u>	<u>-</u>	<u>76</u>	<u>63</u>

We rely on volunteers to help in all aspects of our work particularly for practical conservation work, administration and fundraising.

Board's and employees' emoluments

Members of the Board did not receive any remuneration or benefits in kind during the period. Costs incurred by the Board on business amounted to £ 714 (2017: £ 443).

Total donations received from Members of the Board were immaterial. (2017: £0). Small amounts are received in respect of events but nothing over £1,000.

One employee received emoluments of £60,000 or above (2017: none).

Executive Remuneration

The total executive remuneration paid in 2017 was £ 225,000 (2016: £ 177,000)

Average Headcount

The average headcount in the group in 2018 was 76 (2017: 63), broken down as follows:
Staffordshire Wildlife Trust – 60 (2017: 51)
Staffordshire Wildlife Trading – 16 (2017: 12).

11 **Pension arrangements**

The Trust operates a Group Personal Pension Scheme.

Contributions to the scheme are charged to the accounts as they fall due. The Trust has set up a stakeholder pension plan, open to all employees, to cover those who do not wish to contribute to the Group Scheme, to which no employer's contributions are made.

NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018

12 Tangible assets

Group	Freehold & Leasehold Land	Freehold Buildings	Equipment	Motor Vehicles	Total
	£'000	£'000	£'000	£'000	£'000
Cost or Donated Value					
At 01 January 2018	321	2,052	356	148	2,877
Additions	380	1,086	70	21	1,557
Disposals	(380)	-	-	(4)	(384)
At 31 December 2018	321	3,138	426	165	4,050
Depreciation					
At 01 January 2018	9	565	315	120	1,009
Charge for the Year	3	41	14	12	70
Eliminated on Disposals	-	-	-	(4)	(4)
At 31 December 2018	12	606	329	128	1,075
Net Book Value					
At 31 December 2018	309	2,532	97	37	2,975
At 31 December 2017	312	1,487	41	28	1,868
Charity					
	Freehold & Leasehold Land	Freehold Buildings	Equipment	Motor Vehicles	Total
	£'000	£'000	£'000	£'000	£'000
Cost or Donated Value					
At 01 January 2018	321	2,052	273	133	2,779
Additions	380	1,086	35	8	1,509
Disposals	(380)	-	-	(4)	(384)
At 31 December 2018	321	3,138	308	137	3,904
Depreciation					
At 01 January 2018	9	565	260	104	938
Charge for the Year	3	41	5	11	60
Eliminated on Disposals	-	-	-	(4)	(4)
At 31 December 2018	12	606	265	111	994
Net Book Value					
At 31 December 2018	309	2,532	43	26	2,910
At 31 December 2017	312	1,487	13	29	1,841

The Trust acquired a 125 year lease at the Roaches on 1 May 2013. This has been included in freehold and leasehold land rather than as a heritage asset as the land is not owned by the Trust and is to be written off over the term of the lease.

13 Heritage assets

The Trust's nature reserves are held to advance the conservation objectives of the charity and therefore are recognised as Heritage assets. Such assets are central to the achievements of the Trust. Purchased heritage assets are included in the balance sheet at cost. Donated assets are only included in the balance sheet where a reliable valuation can be obtained at the date of donation.

The following nature reserves have been purchased or donated throughout the life of the Trust.

Date	Reserve	Cost £'000
1970-2000	Loynton Moss	138
1975	Castern Wood	16
1981-1996	Black Brook	201
1984	Doxey Marshes - Tillington Pasture	5
1987	Pasturefields	32
1987-2003	Brown End Quarry	4
1988	Doxey Marshes - Cadbury Pasture	28
1993	Doxey Marshes - Central Pastures	1
1993-1995	Rod Wood	45
1994	Weags Barn	53
1996	Colwich	4
1996	Black Firs and Cranberry Bog	4
1997	Doxey Marshes - Tillington Meadow	52
1997	Oakwood Pastures	39
1998	Hem Heath & Parrots Drumble	21
1999	Cotton Dell	88
1999	Doxey Marshes - Darling Pasture	65
1999-2000	Black Heath & Casey Bank	99
Pre-2000	Bateswood	5
2002	Newstead Wood	9
2002-2003	Thorswood	186
2004	Radford Meadows	122
2006	Croxall Lakes	9
2007	Brankley Pastures	304
2009	Highgate Common	-
2010	Black Brook	31
2013	Tucklesholme	339
2015	Shawside	88
2016	Nan's Wood	25
2016	Hazel Barrow	108
2017	Hem Heath - Wedgwood	10

2,131



NOTES TO THE ACCOUNTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2018

In addition to the purchased or donated nature reserves, the following are being leased or rented at a nominal rental.

Allimore Green
 Newstead Wood
 Doxey Marshes – Castletown
 Georges Hayes
 Harston Woods
 Walkmill Pool
 Jacksons Coppice
 Side Farm
 Swineholes Wood
 Gentleshaw Common

There is a management agreement for Burnt Wood.

Public access to the sites is generally unrestricted subject to health and safety, temporary operational or other restrictions such as within leases or conveyance documents.

Five year summary of heritage asset transactions

	2018	2017	2016	2015	2014
	£'000	£'000	£'000	£'000	£'000
Cost Bought Forward	2,131	2,121	1,988	1,900	1,900
Purchases in the Year	-	10	133	88	-
Cost Carried Forward	<u>2,131</u>	<u>2,131</u>	<u>2,121</u>	<u>1,988</u>	<u>1,900</u>

It is not practical to separately identify the amount spent on maintaining these assets as it is so integral to the general work of the Trust.

14 Investments

Quoted and Listed Investments Group and Company	2018 £'000	2017 £'000
Quoted Investments	705	727
Cash Held as Part of Portfolio	21	58
	<u>726</u>	<u>785</u>

The movement on quoted investments is as follows:

	2018 £'000	2017 £'000
Market value as at 1 January	727	723
Additions at cost	141	134
Disposals at Market Value Bought Forward	(110)	(191)
Unrealised Gains / (Losses)	(53)	61
Market Value at 31 December	<u>705</u>	<u>727</u>
Historic Cost as 31 December	<u>655</u>	<u>641</u>

Investments comprise:

	2018 £'000	2017 £'000
Fixed Interest Securities	152	136
UK Equities	180	231
Overseas Equities	269	254
Property Funds	33	36
Other	71	70
	<u>705</u>	<u>727</u>

The following investments are considered to be material in the context of the value of the portfolio (over £27,000):

	2018 £'000
Artemis Fund Manager Income CLS R Dis Units	39
Threadneedle inv UK equity income Z GBP Dis	29
Fundsmith LLP Equity I Inc Nav	28
Link Fund Sol Ltd cf lindsell train uk eq acc	35
	<u>131</u>

Staffordshire Wildlife Trust Limited owns the entire share capital (2 ordinary shares of £1) in its subsidiary, Staffordshire Wildlife Trading Limited (company no. 03387233), which is incorporated in England.

Staffordshire Wildlife Trust Limited also owns the entire share capital (2 ordinary shares of £1) in its subsidiary, Staffordshire Ecological Services Limited (company no. 06775503), which is incorporated in England. Further details concerning the activities and assets of these companies is given in note 21.

NOTES TO THE ACCOUNTS (continued)
YEAR ENDED 31 DECEMBER 2018

15 Debtors

	Group		Company	
	2018	2017	2018	2017
	£'000	£'000	£'000	£'000
Trade Debtors	48	57	28	43
Amounts Due from Subsidiary Companies	-	-	167	110
Other Debtors	8	-	8	-
Prepayments and Accrued Income	472	425	457	415
	<u>528</u>	<u>482</u>	<u>660</u>	<u>568</u>

16 Investments – Current assets

Group and Company	2018	2017
	£'000	£'000
COIF Charities Deposit Fund at CCLA Investment Management Limited	5	5
Scottish Widows Bank	196	196
Leek United Building Society	264	264
	<u>465</u>	<u>465</u>

17 Creditors: Amounts falling due within one year

	Group		Company	
	2018	2017	2018	2017
	£'000	£'000	£'000	£'000
Trade Creditors	22	73	19	61
Other Creditors	59	127	52	88
HLF Creditor	-	45	(9)	45
Accruals and Deferred Income	209	118	191	106
Amount Due to Esmee Fairbairn Foundation	-	97	-	97
	<u>290</u>	<u>460</u>	<u>253</u>	<u>397</u>

Deferred income

Included within Accruals and Deferred Income is deferred income relating to membership subscriptions paid in advance and annual partnership payments to projects paid in advance.

	Group	Company
	£'000	£'000
Balance at 1st January	84	84
Amount released to income received from charitable activities	(84)	(84)
Amount deferred in the year	74	74
	<u>74</u>	<u>74</u>
Balance at 31st December		

18 Capital commitments

At the year end, the charity had committed to the purchase of two heritage assets, land at Gun Hill, to the value of £162,515, and land at Knotbury Common to the value of £77,000. Completion of Gun Hill occurred in March 2019, while completion of Knotbury Common occurred in May 2019.

19 Restricted funds – Projects

These funds have been set aside for specific projects. These projects may arise out of the Trust's ongoing activities, or the Trust may be asked to carry out a specific task. Either way, at some stage in the project, grants and donations will have been received specific to that project. Therefore once a project is commenced any funds allocated to it are restricted to that fund. It is anticipated that these funds will be used over the coming months and years as the expenditure for which these funds were raised is incurred. There are therefore many small funds and for the purposes of statutory reporting these have been grouped together under two main headings.

Group and Company	Balance 01 Jan 2018	Incomings	Outgoings	Transfers	Balance 31 Dec 2018
	£'000				£'000
Conservation Delivery	470	309	(335)	42	486
Living Landscapes	99	230	(261)	(34)	34
Education	3	126	(110)	3	22
	<u>572</u>	<u>665</u>	<u>(706)</u>	<u>11</u>	<u>542</u>

The following funds of £20,000 or more (individual or cumulative) were received in support of projects:

Funder	Project	Amount £'000
BBC Children in Need	Children in Need	43
City of Stoke on Trent Council	Strong Roots, Better Futures	39
Big Lottery	Skills Builder	55
Environment Agency	Restoring the Penk	30
Heritage Lottery Fund	Transforming the Trent Valley	47
Environment Agency	Stoke and Urban Newcastle Rediscovering its Secret Environments	25
Heritage Lottery Fund	Chumet Valley Living Landscape Partnership	47
European Regional Development Fund	Stoke and Urban Newcastle Rediscovering its Secret Environments	25
DEFRA	Peatland Fund	81
		<u>392</u>

Staffordshire Wildlife Trust has received funding of less than £20,000 during 2018 from the following funders:

Aggregate Industries UK Ltd; East Staffordshire Borough Council; Esmee Fairbairn; Groundwork UK; Hanson Aggregates; High Speed 2 Ltd; Lafarge Tarmac UK; Lichfield District Council; National Forest; National Trust; Natural England; Newcastle Borough Council; RSPB; Stafford Borough Council; Staffordshire County Council; Staffordshire Moorland District Council; Staffordshire Police and Crime Commissioner; Tamworth Borough Council; The Trent Rivers Trust.

20 **Endowment Funds**

These are funds which will have arisen from an Appeal, or from a specific donation, or from grants. The funds have been used to acquire the sites operated and the headquarters. There are also donations of fixed assets which have been valued, and the valuation placed here.

Group and Company	Balance 01 Jan 2018	Incomings	Outgoings	Transfers	Balance 31 Dec 2018
	£'000				£'000
Black Brook	198	-	-	-	198
The Roaches	273	-	-	-	273
Black Firs	4	-	-	-	4
Black Heath	34	-	-	-	34
Brankley	304	-	-	-	304
Brown End Quarry	4	-	-	-	4
Casey Bank	63	-	-	-	63
Castern Wood	4	-	-	-	4
Colwich Brickworks	4	-	-	-	4
Cotton Dell	87	-	-	-	87
Croxall	7	-	-	-	7
Doxey Marshes	138	-	-	-	138
Hazel Barrow	108	-	-	-	108
Hem Heath	18	-	-	-	18
Highgate Common	220	-	-	-	220
Loynton: Shooting Rights	44	-	-	-	44
Loynton Moss	137	-	-	-	137
Oakwood Pastures	39	-	-	-	39
Nan's Wood	25	-	-	-	25
Newstead	10	-	-	-	10
Pasturefields	22	-	-	-	22
Radford	122	-	-	-	122
Rod Wood	45	-	-	-	45
Shawside	88	-	-	-	88
Thorswood	96	-	-	-	96
Tucklesholme	285	-	-	-	285
Weag's Barn	52	-	-	-	52
Westport Undercroft	76	-	-	-	76
Wolseley Gatehouse	154	-	-	-	154
Wolseley HQ	813	-	-	-	813
	<u>3,474</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>3,474</u>

21 Unrestricted funds

These funds have been set aside for projects that are not fully funded by restricted income. Any unspent funds will be spent over the coming years as the expenditure for which these funds have been set aside is incurred.

	Balance 01 Jan 2018	Incomings	Outgoings	Transfers	Balance 31 Dec 2018
	£'000				£'000
Designated Funds - Projects					
- Conservation Delivery	905	229	(146)	-	988
	905	229	(146)	-	988
General Funds	691	3,605	(2,133)	(11)	2,152
Total Unrestricted Funds	1,596	3,834	(2,279)	(11)	3,140

22 Trading companies

The following activities are carried out by 'Staffordshire Wildlife Trading Limited':

Operation of a cafe and conference facilities at Westport Lake Visitor Centre in Burslem. The building is on stilts and overlooks a large lake.

- Running a Visitor Centre, retail shop and conference facilities at the Trust's Headquarters at Wolseley Bridge
- Running a charity shop in Leek in the Staffordshire Moorlands, selling mainly donated goods.
- An online shop which sells retail goods especially in the run up to Christmas
- Leasing of vehicles
- A SWT lottery, which is drawn every week and awards three prizes for each draw.

Staffordshire Wildlife Trading Limited entered into no sales or purchases with any of the other members of the group in the year.

At the year end Staffordshire Wildlife Trading Limited owed £ 74,465 (2017: £ 48,457) to its parent company. This debt is made up of payments and receipts that have been received and paid by suppliers to/from the wrong group member, as well as liabilities arising under group arrangements.

22 Trading companies (continued)

The statutory income statement and statement of financial position of Staffordshire Wildlife Trading Limited were as follows:

Staffordshire Wildlife Trading Limited

Income Statement
Year ended 31 December 2018

	2018 £'000	2017 £'000
Revenue	574	514
Cost of sales	(436)	(351)
Gross profit	138	163
Administrative expenses	(136)	(162)
Operating profit	2	1
Investment Income	-	-
Profit before taxation	2	1
Taxation	-	-
(Loss)/Profit for the financial year	2	1
Total comprehensive income for the year	2	1

A gift aid payment of £Nil (2017 - £Nil) was made by the subsidiary to the parent charity.

22 Trading companies (continued)

Staffordshire Wildlife Trading Limited

**Statement of Financial Position
As at 31 December 2018**

	2018 £'000	2018 £'000	2017 £'000	2017 £'000
Fixed assets				
Property, Plant and Equipment		64		27
Current assets				
Stock and Work in Progress	21		27	
Trade and other receivables	29		24	
Cash at bank and in hand	53		65	
	<u>103</u>		<u>116</u>	
Current Liabilities	(161)		(139)	
Net current liabilities		<u>(58)</u>		<u>(23)</u>
Total assets less current liabilities		<u><u>6</u></u>		<u><u>4</u></u>
Equity				
Called up share capital		-		-
Retained Earnings		6		4
Total Equity		<u><u>6</u></u>		<u><u>4</u></u>

22 **Trading companies** (continued)

Staffordshire Ecological Services Limited

The principal activity of Staffordshire Ecological Services Limited was that of providing environmental consultancy services. This company ceased trading on 30 September 2015. Any activity in this company in 2017 is shown within the continuing operations.

Staffordshire Ecological Services Limited entered into no sales or purchases with any of the other members of the group in the year.

At the year end Staffordshire Ecological Services Limited owed £ 67,598 (2017: £ 61,487) to its parent company. This debt is made up of charges for premises, staff and management costs that were not recharged before it ceased trading.

The statutory income statement and statement of financial position of Staffordshire Ecological Services Limited were as follows:

Staffordshire Ecological Services Limited

Income Statement
Year ended 31 December 2018

	2018 £'000	2017 £'000
Revenue	-	-
Cost of sales	-	-
Gross profit	-	-
Administrative expenses	-	-
Operating loss	-	-
Investment Income	-	-
Loss before taxation	-	-
Taxation	-	-
(Loss)/Profit for the financial year	-	-
Total comprehensive income for the year	-	-

22 Trading companies (continued)

Staffordshire Ecological Services Limited

**Statement of financial position
As at 31 December 2018**

	2018 £'000	2018 £'000	2017 £'000	2017 £'000
Fixed assets				
Property, Plant and Equipment				
Current assets				
Trade and other receivables	33		33	
Cash at bank and in hand	1		1	
	<u>34</u>		<u>34</u>	
Current Liabilities	(68)		(68)	
	<u></u>		<u></u>	
Net current liabilities		(34)		(34)
Total assets less current liabilities		<u>(34)</u>		<u>(34)</u>
Equity				
Called up share capital		-		-
Retained Earnings		(34)		(34)
		<u>(34)</u>		<u>(34)</u>
Total Equity		<u>(34)</u>		<u>(34)</u>

Both Staffordshire Wildlife Trading Limited and Staffordshire Ecological Services Limited are wholly owned subsidiaries of Staffordshire Wildlife Trust Limited

23 **Analysis of net assets between funds**

	Unrestricted	Restricted		Total
		Projects	Capital	
	£'000	£'000	£'000	£'000
Tangible fixed assets	1,292		1,683	2,975
Heritage assets	312		1,819	2,131
Long-term investments	726			726
Stock and work in progress	21			21
Debtors	398	130		528
Cash at bank and in hand	704	2		706
Short-term investments	465			465
Current liabilities	(153)	(137)		(290)
Long term liability	-			-
Total net assets	3,765	(5)	3,502	7,262

24 **Members guarantee**

The liability of each member is limited to £1.

25 **Local and special interest groups**

Within the overall operation of the Trust there exists some 20 local and special interest groups. These local and special interest groups are autonomous, and responsible for their own financial matters. They organise their own fundraising activities, cover their own running costs, and make contributions to the Trust as and when funds are available. Their results have not been incorporated within these figures. An exception to this is the special interest group, Barn Owl Action Group, which is a larger operation than other local and special interest groups. In the case of this, the group's operations have been included as a restricted fund within the Trust's financial statements.

26 **Contingent liabilities**

There are certain covenants in respect of projects and sites which require that if the land is sold any funding would be returned to the funder. Land and buildings can be viewed as permanent assets of the Trust and have not been acquired for onward selling. It is therefore unlikely that these covenants will ever be breached and a liability incurred.

27 **Commitments under operating leases.**

At 31 December 2018 the charity had non-cancellable commitments under operating leases which fall due as follows:

	Land and Buildings		Other	
	2018	2017	2018	2017
	£'000	£'000	£'000	£'000
Within 1 year	29	21	-	-
Within 2-5 years	28	51	-	-
More than 5 years	-	3	-	-
	<u>57</u>	<u>75</u>	<u>-</u>	<u>-</u>

28 **Reconciliation of cash inflow from operating activities**

	2018	2017
	£'000	£'000
Profit for the financial year	1,620	74
Depreciation	70	62
Amortisation	-	-
Unrealised gains on investments	74	(58)
Non-cash donation	(820)	-
(Profit) / Loss on disposal	(20)	(1)
Interest paid	-	-
Investment income	(21)	(29)
Taxation	-	-
Decrease / (increase) in trade and other debtors	(46)	(35)
Decrease / (increase) in stock	6	(1)
Increase / (decrease) in trade creditors	(73)	(176)
Net cash flow from operating activities	<u>790</u>	<u>(164)</u>

29 **Analysis of cash and cash equivalents**

	2018	2017
	£'000	£'000
Cash at bank and in hand	706	344
Cash on short term deposit	465	465
Cash held as part of investment portfolio	21	58
	<u>1,192</u>	<u>867</u>

30 **Related party transactions**

There are no related party transactions that require disclosure under FRS 102.

Opinion

We have audited the financial statements of Staffordshire Wildlife Trust Limited for the year ended 31 December 2018 set out on pages 14 to 38. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and the parent charity's affairs as at 31 December 2018 and of the group's incoming resources and application of resources, 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 Charities Act 2011.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charity in accordance with the ethical requirements that are relevant to our audit of the accounts in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the group have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the group's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The Board of Trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the accounts and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the accounts or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the Report; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of accounts that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <http://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS
YEAR ENDED 31 DECEMBER 2018**

Other matters which we are required to address

Your attention is drawn to the fact that the charity has prepared financial statements in accordance with "Accounting and Reporting by Charities: Statement of Recommended Practice" applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (as amended) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has now been withdrawn.

This has been done in order for the financial statements to provide a true and fair view in accordance with Generally Accepted Accounting Practice effective for reporting periods beginning on or after 1 January 2015.

Use of our report

This report is made solely to the charity's trustees, as a body, in accordance with part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charity's trustees 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 charity's trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Baldwins Audit Services

Mr S N Southall FCCA (Senior Statutory Auditor)
For and on behalf of Baldwins Audit Services

9/9/19

Statutory Auditor

Churchill House
59 Lichfield Street
Walsall
West Midlands
WS4 2BX

Baldwins Audit Services is eligible for appointment as auditor of the charity by virtue of its eligibility for appointment as auditor of a company under section 1212 of the Companies Act 2006.

**APPENDIX – DETAILED BREAKDOWN OF RESTRICTED AND DESIGNATED FUNDS
YEAR ENDED 31 DECEMBER 2018**

Restricted Fund Income and Balances

	Balance 01 Jan 2018 £'000	Incomings	Outgoings	Transfers	Balance 31 Dec 2018 £'000
Conservation Delivery					
Badger Vaccinations	-	2	(1)	-	1
Barn Owl Action Group	7	2	(1)	-	8
Catchment Based Approach	7	19	(15)	-	11
Central Rivers initiative	5	17	(17)	-	5
Churnet Valley Living Landscape Partnership (CVLLP)	98	128	(134)	(34)	58
Crayfish	5	31	(8)	-	28
Facilitation Fund - South West Peak	-	-	(1)	-	(1)
Local Records Centre	185	72	(78)	-	179
Highgate	14	-	-	-	14
Mammal Group	-	3	-	-	3
Peatland Fund	-	81	(77)	-	4
Scotch Brook	63	-	(17)	(5)	41
Staffordshire Flora	7	-	-	-	7
Stoke and Urban Newcastle: Rediscovering Its Secret Environments (SUNRISE)	-	50	(50)	-	-
Transforming the Trent Valley (TTTV)	23	52	(77)	-	(2)
Water for Wildlife	1	-	(34)	33	-
Weir Work	152	-	(10)	(33)	109
Whiston Brook Facilitation Fund	7	19	(1)	-	25
Wild About Stafford	(8)	15	(14)	8	1
Wild About Tamworth	9	12	(19)	-	2
Wildlife Sites	(34)	38	(43)	39	-
Woody Debris	-	-	-	-	-
	541	539	(596)	8	492
Education					
Aiming High	10	(6)	(3)	-	1
Children in Need	6	27	(29)	-	4
Stoke and Newcastle	13	(12)	(1)	-	-
Strong Roots, Better Futures	-	57	(31)	-	26
Tame Valley Wetlands	(5)	15	(13)	3	-
Wildchild	-	12	-	-	12
Wildchild - South West Peak	7	20	(20)	-	7
Youth Rangers	-	13	(13)	-	-
	31	126	(110)	3	50
Total Restricted Funds	572	665	(706)	11	542

This page does not form part of the statutory accounts on which the auditors have reported.

**APPENDIX – DETAILED BREAKDOWN OF RESTRICTED AND DESIGNATED FUNDS
YEAR ENDED 31 DECEMBER 2018**

Designated Project Fund Income and Balances

	Balance 01 Jan 2018 £'000	Incomings	Outgoings	Transfers	Balance 31 Dec 2018 £'000
Conservation Delivery					
Allimore	1	-	-	-	1
Bateswood	9	-	-	-	9
Black Brook	3	-	-	-	3
Black Firs	2	-	-	-	2
Brankley Pastures	77	-	(4)	-	73
Branston	73	(1)	(3)	-	69
Brown End Quarry	4	-	-	-	4
Castern Wood	17	-	-	-	17
Cotton Dell & Side Farm	27	1	-	-	28
Croxall	2	1	(3)	-	-
Doxey Marshes	111	1	(3)	-	109
Gentleshaw	6	21	(4)	-	23
Georges Hayes	7	-	(1)	-	6
Harston	3	-	-	-	3
Hem Heath	16	-	-	-	16
Highgate	315	32	(25)	-	322
Ipstones Edge	11	-	-	-	11
Jacksons Coppice	-	-	(1)	-	(1)
Loynton	9	3	(9)	-	3
Natural Flood Management	59	85	(43)	-	101
Newbold South	6	-	-	-	6
Parrots Drumble	1	-	-	-	1
Pasturefields	-	1	-	-	1
Radford Meadows	35	2	(3)	-	34
Roaches	14	34	(44)	-	4
Rod Wood	7	-	-	-	7
Shawside	52	23	(1)	-	74
Thorswood	34	1	(2)	-	33
Tucklesholme	3	25	-	-	28
Weag's Barn	1	-	-	-	1
	905	229	(146)	-	988

This page does not form part of the statutory accounts on which the auditors have reported.