



Country Trust

Where children learn and grow

Annual Report and Accounts 2020



“ Thank you so much for giving the children this opportunity. Their awe, wonder and joy has been amazing to see. They will remember this trip forever! Please can we come back in the Spring?! ”

Teacher, Cottingley Primary, first farm visit after schools returned in September



Contents

Annual Report	1 to 22
Independent Examiner's Report	23
Statement of Financial Activities	24
Balance Sheet	25
Statement of Cash Flows	26
Notes to the Financial Statements	27 to 40

The Country Trust

The Duke of Westminster

President

Vice Presidents:

Sir Henry Aubrey-Fletcher Bt
Sir Nicholas Bacon Bt
Lord Boswell of Aynho DL
W Butterfield
Earl of Carnarvon
J M Carr-Ellison
J Knappett B Ed NPQH
J Compton
Lord Dear QPM
T. Fanshawe
W J Henderson DL
M Kendall
W Kendall DL
D Laing MA RIBA
Hon. John Leigh-Pemberton
Hon G E Lopes
L V Lyle MA PGCE
M Maclay DL
H R Oliver-Bellasis FRAgS
Dame Fiona Reynolds DBE
E P Serjeant
I N Tegner CA FRSA
F Weston MA (Cantab)

Trustees:

The Trustees who served the charity during the year were as follows
M A Bufton-McCoy B Phil, Cert Ed (Chair) (resigned January 2021)
S D Bell BA (Hons) (Vice Chairman, appointed Chairman January 2021)
J Brown BSc (Hons) PGCE
T C M Fawcett BSc (Hons)
R J Frossell
G M H Mills DL
N. Partheeban BVM&S BSc(Hons) PGCert(DHH) PIAGrM R.Ani.Tech.
FRSA MRCVS (appointed September 2020)
J P Serjeant BA (Hons) ACA (resigned December 2020)
A J Stafford MA (Oxon)

Chief Executive:

J D Attenborough MA (Cantab) FRSA

Assistant Director:

D Thompson BSc (Hons) (resigned October 2020)

Registered address:

Moulsham Mill, Parkway, Chelmsford CM2 7PX Tel:01258 608363

Bankers:

CAF Bank Ltd. 25 Kings Hill Ave, Kings Hill, West Malling, Kent ME19

Auditors:

Edmund Carr LLP 146 New London Road, Chelmsford,
Essex, CM2 0AW

Lawyers:

Wrigleys Solicitors LLP 19 Cookridge Street, Leeds LS2 3AG

The impact of Covid-19

On schools

All schools closed in March 2020 other than for vulnerable children and children with keyworker parents/ carers. Teachers had to reinvent the way education was provided and try to ensure vulnerable children were safe and fed.

On the disadvantaged

Covid-19 hit the poorest communities hardest, the impact of the pandemic was exacerbated by underlying social, economic and health inequalities. The huge disparity in access to everything from education to sufficient good food, to green space to technology became very apparent. Unemployment doubled. It is suggested that without significant and long-lasting interventions the harmful impact of lost learning on the most disadvantaged children will be irreversible.

On The Country Trust

All our programmes were put on hold from mid-March to July 2020. Though schools opened in September, and a small amount of activity resumed, 18,000 children in all missed out on Farm Discovery visits, over 800 children missed their Countryside Discovery Residential visits and we were only able to deliver just under half of our Food Discovery sessions reaching 1,150 children. However, Covid also prompted innovation and we supported some schools/groups during lockdown and launched a significant new programme.

Strategy refresh

Changing: We are in the process of developing our new Strategic Plan 2021-23 and we have redefined the Trust's core mission and primary role. Education remains vital, but we now aim to place more emphasis on social change, using high quality food, farming and countryside opportunities and experiences to empower children to create change in their lives and in the world around them, working towards a more equal, inclusive, cohesive and healthy society. We will ensure we listen to those with lived experience of persistent disadvantage in order to shape our programme design and delivery. We will continue to strive to be an organisation that supports equality, diversity and inclusion.

Achievements 2020

Mission

- During lockdown we provided individually tailored food and farming resources to teachers
- We provided bespoke resources for Barnardo's Foster Families and Young Carers.
- We worked with teachers to develop, trial and rollout a new Country Trust programme, Farm in a Box (FIAB), with 2,161 children enjoying a full Farm in a Box day in school by December.
- In September we successfully adapted our Farm Discovery visits to Covid conditions and held two webinars for our farmer hosts and teachers. 13 visits for 328 children took place in the autumn term. 1,123 children visited farms before March 2020.
- Our Food Discovery programme started in 28 schools, for over 1,150 children in 43 classes.
- We led the call for public education to be rewarded as a public good in the debate around the Agriculture Bill.
- We published [evaluation reports](#) in September and an [interim report for FIAB](#) in December.
- We joined the National Outdoors for All Working Group, The Fair Education Alliance and Sustain.

Workforce

- We created a Country Trust Self Employed Support Scheme to bridge gaps in Government provision as our majority-self-employed regional team are critical to delivering our mission and we could not risk losing them. We utilised the Job Retention Scheme for employed staff.
- We appointed a new trustee, Navaratnam Partheeban.

Summary finances

- Income decreased by 30.9% but expenditure decreased by 33.2% in comparison to 2019 as a result of a significant reduction in activity levels, leaving us with a breakeven+ position.

Farm in a Box | an act of resilience

We have always designed our programmes to build children's resilience - resilient children with the capacity to recover quickly from difficulties are more likely to thrive. In Spring 2020 we found that we too needed to demonstrate resilience.

“We cannot change the wind but we can adjust the sails.” Aristotle

How Farm in a Box came about



How could we help when schools couldn't visit farms and we couldn't go into schools?



The idea of Farm in a box emerged, we decided it must:

1. Be a safe, farm-centred event, easy for teachers to deliver and extend in school
2. Address teacher/child priorities
3. Build relationships between children and farming/farmers
4. Provide meaningful, multi-sensory hands on experiences
5. Provide opportunities to try new things, be challenged and succeed
6. Allow farmers to share their story
7. Link to a child's lived reality - food I know and eat, where I live - to farming and the countryside
8. Be deliverable mostly outside
9. Enhance/strengthen our farm visit programme
10. Help children to develop agency
11. Build happy memories
12. Reflect our values



How Farm in a Box works



Our mission

The Country Trust's mission is to focus on disadvantaged children, children who have now suffered disproportionately as a result of Covid-19, compounding the challenges they already faced. Our programmes encompass children from low-income families, schools and groups providing for children with Special Educational Needs and Disabilities (SEN/D), young carers, and vulnerable and refugee children. We are also asked by schools and other organisations to work with vulnerable parents and families.

“We must not accept any child growing up in poverty or starting school with a 90% chance of leaving without the basic requirements to succeed as an adult.”

Anne Longfield, final speech as Children's Commissioner.

There is compelling evidence demonstrating the negative impact of poverty on child development and subsequent opportunities to live a full life and thrive. On average, these children will have poorer health, score worse on tests of cognitive, social and behavioural development, go on to do less well in education, have lower self-esteem as adolescents and be more likely to become involved in crime or delinquent behaviour².

There were 4.2 million children living in poverty in 2019.

The Child Poverty Action Group defines child poverty as applying to those children lacking *‘the resources to obtain the types of diet, participate in the activities, and have the living conditions and amenities that are customary...in the societies to which they belong.’*²

The impact of Covid-19

A dramatic increase in the number of children living in poverty, particularly affecting families who were already in or close to the poverty line¹.

- The educational attainment gap between disadvantaged pupils and their peers has stopped closing for the first time in a decade³ and is likely to have been exacerbated by the impact of the Covid-19 pandemic.
- 2.3 million children are living with risk because of a vulnerable family background³. Socio-emotional issues in children will have been amplified during lockdown if their home environment is stressful and the family is struggling,⁴ further hampering children's ability to learn and grow.
- Poverty of opportunity and experience has been exacerbated by school closures. To help us identify these children in areas of deprivation, but also in wealthier areas where outcomes for disadvantaged children are notably worse⁵, we currently use eligibility for Free School Meals (FSM) as our measure. We predominantly focus on primary schools with a greater than average percentage (23%) of eligible children⁶. New data on the disadvantage gap⁷, the Vulnerability Index from the Office of the Children's Commissioner⁸ and the Index of Multiple Deprivation⁹ will also inform our focus.

Towards equality of opportunity

We can't solve all the problems and challenges these children face, but we can help to address poverty of opportunity, bringing rich opportunities and experiences - vital for developing emotional, intellectual and social skills and for building self-confidence and self-esteem - to children who lead limited and sometimes chaotic lives.

“What children need is very simple. They need someone to go places with, somebody to talk with, to open their eyes, to create some new environments and plan experiences. Sadly, too many children lack this basic opportunity. They then turn to teachers as their most significant route to learning”¹⁰

¹Anne Longfield <https://www.childrenscommissioner.gov.uk/2021/02/17/building-back-better-reaching-englands-left-behind-children/>

²<http://www.cpag.org.uk/content/what-is-poverty>

³Anne Longfield, former Children's Commissioner for England

Our programmes and how we made a difference

“ Thank you so much for giving the children this opportunity. Their awe, wonder and joy has been amazing to see. They will remember this trip forever! Please can we come back in the Spring?! ”

Teacher, Cottingley Primary



Our programmes

With the vital support of around 300 farmers and landowners, we help disadvantaged children to learn and grow through:

- day visits to real working farms - Farm Discovery.
- our growing suite of Farm in a Box programmes.
- residential visits to the countryside - Countryside Discovery.
- programmes running through all or part of a school year exploring every aspect of growing, cooking and even selling food - Food Discovery.

Our outcomes

We are developing a new impact framework in 2021 as part of our strategy refresh.

This is the difference we want to make across all our programmes:

- Children, their parent helpers and teachers are more knowledgeable and more aware of food, farming and the countryside.
- Children are better able to make informed decisions about the food that they eat.
- Children are more engaged with formal education as a result of increased ‘real world’ and interactive learning experiences.
- More teachers see the potential of the countryside as a learning resource and feel more confident to use it to enhance their teaching.
- Children have more opportunities to develop and display non-cognitive skills, to experience patience, wonder and success.
- Children feel more responsible for their own and the wider environment.
- Children feel more at home in the countryside and greenspace.
- More farmers are able to share their love and passion for what they do.

Farm Discovery | day visits to real working farms

“We brought two children from a behaviour provision with us today who don't usually get to do school trips. They really enjoyed the experience and really benefited from being in nature. Being outdoors really calms them.” Scunthorpe Primary School



“From an inner city setting, our children need these stimulating experiences in the countryside. Having the space and freedom to explore in a safe, natural environment is so important.”

Teacher, Canning Street Primary School

“It really matched with the current learning going on in the classroom, so it was nice that the children were able to actively participate with their prior knowledge as well as be amazed at the things they learnt.”

St Marks Primary



All our Coordinators have experience in primary education and many are trained teachers. They work with teachers to make sure each visit has maximum impact drawing on what the farm has to offer and what the class is currently focusing on in school. Most schools return year after year and the visit has become an integral part of the way they deliver their curriculum. Since Covid-19 the value of our programmes for wellbeing, communication skills, personal and social development has been increasingly recognised. 13 Farm Discovery visits took place in the autumn term of 2020, a fraction of our usual programme but intensely joyful for all involved.

Academic year 2019-20

NB: This Trustees' report is for the calendar year 2020, however we evaluate our programmes in line with the academic year.

September 2019 - March 2020: 181 visits for 4,721 children from around 78 schools, including 9 SEN/D groups as well as 4 family groups and 10 Young Carers groups.

September-December 2020: 13 farm visits for 328 children.

March - August 2020: Cancelled 443 visits for 12,317 children (72% of our planned programme) as well farm visits associated with our Food Discovery and Countryside Discovery Residentials - 1,650 children.

We were able to undertake the following activity during the lockdown period:

- 280 packs (step by step activity cards, seeds and compost) to support practical outdoor activities for children distributed through Young Carers & Barnardo's.
- A new concept - Farm in a Box - was developed and successfully piloted.

We were able to:

- Evaluate the quality of the Farm Discovery visits that were able to take place.
- Determine the impact that they had on the children and families who took part.
- Assess whether teachers feel more confident in using the outdoors as a learning resource and what impact it had on their teaching.
- Start to understand the initial impact of the alternative provision we have been developing for schools and groups whilst they are unable to attend a farm visit in terms of quality, impact and reach.

The difference we made

Teacher agreement at 95%+ (90%+ **strong** agreement in bold)

- **A Farm Discovery visit was an opportunity children would not normally have.**
- **Children's enjoyment of the day increased their learning.**
- **Reluctant learners had the opportunity to engage.**
- Coming on a visit had increased the children's confidence in being outdoors and in the countryside.
- Children have a better understanding of where their food comes from.
- **Teachers had been given the opportunity to link their visit to an area of the curriculum they were studying.**
- **Teachers felt more confident in using the outdoors as a learning resource as a result of their visit.**

Our visits were rated 'very good' or 'excellent' by 98%+ of teachers for:

- Communication and information received prior to the visit.
- Organisation and delivery.
- Health and safety.

Chart to show the popularity of curriculum subjects on a farm visit



Farm in a Box | farm centred learning, at school



“The children loved the video, seeing Farmer Michael in his field and finding out what he was doing that morning. It brought the farm alive and now the children really want to visit the farm.” Teacher



“The whole day was brilliant, totally worth doing. The children loved it and we’ve received lots of positive comments from parents, who heard from the children how much fun they had doing FIAB. We (school) want to do Farm in a Box every year and get different activities each time!” Teacher

“I had never tried half the vegetables that you gave us” Pupil

“I really enjoyed the Sense of Place activity because I got to explore different spots and find my calming place.” Pupil



Learning

Farm in a Box was developed in response to the Covid pandemic but has proved so successful that it now forms part of all three of our programmes. Early signs are that demand will be strong.

“ We have recently discussed the desperate need to get our children out in the world to help extend their environment and support their learning. ”

Teacher enquiring about our programmes



The design of Farm in a Box means that we spend more time talking to teachers and our farmers, getting to know their priorities, and this is influencing how we approach our Farm Discovery programme.

Farm in a Box Online

A simplified, slimmed down version of FIAB was developed in January 2021 in response to the third lockdown and is tailored to be easily delivered both in schools and to children home-schooling. We are excited about the potential these new programmes and other versions now in development, offer us in terms of reach.

The difference we made:

As of December 2020, we had delivered 67 boxes to 2,161 children. We asked every teacher and child to provide structured feedback and as a result can confidently say that we can:

- Support teachers to deliver a high quality, impactful, farm-centred event in school. With wide ranging curriculum outcomes and personal and social benefits too.
- Help children create connections and build relationships with farmers, farming and the wider world, before they visit a farm.

What we have learnt from children and teachers so far



Please see full report at: [Farm_in_A_Box_report_December_2020_\(1\).pdf](https://countrytrust.org.uk/Farm_in_A_Box_report_December_2020_(1).pdf) (countrytrust.org.uk)

Food Discovery | a year long programme of cooking, growing and exploration



Operating under strict Covid protocols and in PPE, in Autumn 2020 our Coordinators adapted growing and cooking sessions really successfully. Children loved harvesting crops planted before lockdown, planting new seeds and were amazed at the results of their cotton underpants test - buried a year ago! Finding just the elastic remaining, one boy called out excitedly 'Does that mean we've got healthy soil?!'

“Some learnt that they actually could do things like cut vegetables and try new foods.”

Abu Monaem, Tiverton

“That child sitting there is the boy who has the food fears! Look at him smelling and squeezing the veg - It's unbelievable! I was really apprehensive about letting him stay in the lesson as he usually become hysterical!” Teacher to Coordinator

A Year 5 child from St Christopher's said,
“I really enjoy coming to school and doing the Country Trust gardening because I live in a flat and can't grow much. At home, I have planted some seeds in pots so we can grow things but it's nice to come and work on the growing beds in school with my friends.”



“We are confident that children who have learnt to cook and grow through Food Discovery, and some parents who have been involved too, will have been able to put their skills to good use during the current crisis, with positive benefits for their health and wellbeing.”

Stuart Allen, Head Teacher, Mile Cross

Academic year 2019-20

NB: The Trustees' report is for the calendar year 2020, however we evaluate our programmes in line with the academic year.

1,150 pupils in 43 classes from 28 schools started a Food Discovery programme in the 2019-20 academic year. However, in all, just fewer than half of the sessions scheduled were delivered.

Programme model	Sessions scheduled	Sessions delivered
Standard	399	188
Taster	20	9
Carousel	18	10
CPD	4	1
TOTAL	441	208

Programmes came to a halt just before the end of term, when we would normally collect feedback forms. As a result, only 54% of teacher feedback forms were returned. However, our task with the 114 forms that were returned was to:

- Evaluate the quality of the programme, by using the limited available quantitative data and by analysing the qualitative data thematically.
- Determine the impact the programme has on the children and, where applicable or possible, their parents, mainly through using the qualitative data.
- Assess whether teachers' classroom practice is influenced by Food Discovery.

The difference we made

All teachers agreed:

- Their pupils are more engaged with classroom learning as a result of taking part in Food Discovery.
- Food Discovery helps close the gap for pupils in receipt of pupil premium.
- Children are better able to make informed decisions about the food they eat as a result of Food Discovery.

Qualitative feedback

- Food Discovery provides important opportunities for children to:
 - become familiar with different foods, especially fruit and vegetables, laying the foundations for food confidence.
 - experience awe and wonder in nature and to learn to nurture and care for different things.
- 30% of pupils start Food Discovery with strong feelings against trying new food, but teachers reported pupils were happy to try food in Food Discovery sessions and beyond.
- Food Discovery supports non-cognitive skills such as teamwork, emotional literacy and the benefit of new experiences.

Teachers:

- Food Discovery increases their confidence in taking pupils outside to learn.
- 76% of session feedback forms from teachers identified curriculum links that were going to be made beyond Food Discovery, from English (sequence, recount, verbs, adjectives) and Maths (weights and measurement) to Science (the digestive system).

Countryside Discovery Residential visits

an extended stay immersed in
the countryside



“New friendships developed, children who hadn’t mixed previously more familiar with each other. Children are already talking about the fears they faced in the activities and how they overcame them.”

Teacher Harbinger Primary School



Academic year 2019/20

NB: The Trustees' report is for the calendar year 2020, however we evaluate our programmes in line with the academic year.

September 2019 - March 2020: 11 residentials took place for 273 children.

April-December 2020: Cancelled - 22 visits for c.633 children (66% of our planned programme).

The difference we made

Frustratingly the lockdown period came at a time when we intended to trial a different method of gathering data with the aim of significantly increasing the return rate of feedback forms from both pupils and teachers. The last residential that took place in Norfolk before lockdown started to trial this new approach and the results from the teachers and pupils are analysed in this report. It should be noted that the findings in this year's report are therefore based on a very small sample size.

Our 2019-2020 evaluation report aims to:

- Evaluate the quality of the Countryside Discovery residential programme that we were able to deliver.
- Determine the impact the programme has on children and teaching staff.
- Make recommendations for the future.

All teachers agreed that:

- the children had enjoyed their visit, with 80% strongly agreeing.
- residentials widened children's experiences and built self-esteem, with pony trekking and the zipwire featuring most regularly in the children's feedback of things they did for the first time on the residential.
- residentials improved children's wellbeing and that the residential had met their expectations fully.
- residentials helped build relationships between the children and those needs had been met fully.
- residentials enabled children to have fun. Enjoyment is acknowledged as a key component of learning.
- residentials help foster children's independence and the residential had met that need fully.
- the residential had extended their children's vocabulary.

All teachers rated our on-site organisation and the quality of our activities as either 'Excellent' or 'Very good'.

Our evaluation methodology

Farm Discovery: We continued to analyse both quantitative and qualitative feedback, using a light touch thematic approach and the NatCen framework* for the latter.

Farm in a Box: We include short before and after surveys for children, a teacher survey and where possible a feedback telephone call.

Food Discovery: We seek feedback from teachers at the start of, and on completion of the programme, and seek feedback after every session. We survey the knowledge and attitudes of pupils at the start of each programme and on completion to assess the impact of Food Discovery.

Residentials: We use Survey Monkey to gather feedback before and after visits and we gather structured feedback from children during the visits.

Full reports are available at <http://www.countrytrust.org.uk/what-we-do/evaluating-our-effectiveness>
*<http://www.natcen.ac.uk/our-expertise/methods-expertise/qualitative/framework/>

Working with others

Farmer host/teacher workshops

We had intended to continue our successful series of farmer/teacher workshops in other areas of the country in 2020 but took these online in September and November instead. It was a great chance to discuss safety concerns with our farmer hosts and excite them about the difference they could make by welcoming children back. Knowing how much pressure teachers are under we were keen to show that programmes were not only safe, and very easy to engage with, but brought very real benefits matching their own priorities for their children. We were delighted that CLA President Mark Bridgeman and Education Specialists Professor Mick Waters, and Alistair Bryce-Clegg spoke for us at these events.

“Every child should have the basics; experiencing the power of the weather, seeing a bird on the wing, the beauty of the flower opening, the dawning of the day. Those are the basics. I think what the Country Trust does is absolutely essential.”

Professor Mick Waters

Volunteers

The Country Trust relies heavily on the support and dedication of over 900 volunteers who donated hundreds of hours of their time in 2020 towards hosting and supporting Farm Discovery visits, Countryside Discovery Residentials, Food Discovery, Farm in a Box, our IT provision, design work and more. The Board of Trustees would like to take this opportunity to thank all the volunteers for their commitment and support, without which the Trust could not accomplish its work.

Partnerships

Charities

We have been able to add value to the programmes of other organisations who support the most vulnerable in our society including Barnardo's and Young Carer groups. 280 Grow for it! packs, produced by members of our Farm and Food Discovery teams were distributed to Young Carers groups in North Lincolnshire, North East Lincolnshire, Stockport and Wrexham, complete with seeds and compost packs. Virtual packs were sent to Bury Young Carers and Young Carers through Lincolnshire County Council.



“A family we support have limited garden space and your garden project inspired them to upcycle a pallet to make a wall mountable plant holder! I love it! It has meant that mum who uses a wheelchair has been able to do the project with her 2 sons who are carers.”

Wellbeing and Young Carers Team

Corporate

This should have been the third full year of our 'Discover Wheat' partnership with Warburtons Ltd and Openfield Agriculture Ltd but very sadly the 55 planned visits fell victim to school closures in the summer term. Unspent funds have been carried forward into 2021 to facilitate the development of an exciting new version of Farm in a Box at scale - focused on discovering wheat of course!

Networks

We are members of the CLA (Country Land and Business Association), NCVO (National Council for Voluntary Organisations) and ACEVO (Association for Chief Executives of Voluntary Organisations).

We are members of LEAF (Linking Environment and Farming) and we continue to be part of the core partner group of Countryside Classroom and attend partnership meetings. We were delighted with the response to the Home Education Hub launched by Countryside Classroom in response to school closures.

We are very pleased to have been accepted as members of the Fair Education Alliance and Sustain during 2020 and are already benefiting from the networks and the focus on issues that are central to our mission. The CEO takes part in the Access to Farms Network, we have joined the National Outdoors for All Working Group, we are supporting the CPRE's work following the Glover Review, FSE's Nature Premium campaign and Teach the Future's climate change curriculum campaign.

Policy

We remain committed to trying to influence policy in support of food, farming and countryside education and worked with Lord Curry and Lord Boswell on a proposed amendment to the Agriculture Bill, with the help and advice of the CLA policy team and the Defra Future Farming team too. When the amendment was tabled by Lord Curry and debated, 19 Peers spoke up in support of it and the importance of educational access to farms.

We wrote to Lord Gardiner (a letter signed by 9 other organisations including the CLA, Sustain and the Soil Association) to ask him to follow through on his assertion that educational access is vital and therefore provided for within the Bill already. Our request to government is as follows:

- a. financial support for educational access (time, training, and if required support and infrastructure) within ELMs should stand alone and be independent of any other environmental benefit in order that as many farmers as possible can participate.
- b. support for public engagement with food, farming, and the countryside should be woven through all three tiers of ELMs showing progression of delivery between the tiers.
- c. the quality and impact of educational visits should be evaluated and aligned with other priority strategies such as the National Food Strategy, the Educational Inspection Framework, the 25 Year Environment Plan, the PHE Strategy 20-25.

We were very pleased with the announcement (Feb 21) that educational access payments are now included in both the Mid and Higher Tier agreements and are working to encourage DEFRA to continue to widen access to payments.

Select committees: we submitted evidence to two select committees, on food and education.

National Food Strategy: we responded to the consultation and have had follow up meetings with the Defra Team.

In the midst of Covid-19 we haven't forgotten climate change and were thrilled to be awarded a grant by the HCD Memorial Fund to develop and deliver a programme of 20 climate change related farm visits (summer 2021). We think UK farming offers a unique opportunity for children to get first-hand experience of both the impact of climate change and the only industry which can take steps to both reduce emissions and also lock up carbon.

Performance

Income decreased by 30.9% and expenditure decreased by 33.2% in comparison to 2019 (to £561,786 and £552,177) as a result of a significant decrease in activity levels. 67.4% of our income was unrestricted. An unprecedented £498.7k of donated income received in 2020 was deferred to 2021, resulting in total deferred income of £537.7k (including residential deposits). Around 50% of this relates to activity deferred because of the impact of Covid-19, the remainder is deferred because it relates to the planned delivery of activity in the spring and summer terms.

We were unable to continue to implement our plans for investing our legacy income in support of our broader charitable objectives in 2020 in the way that we had anticipated. However, our reserves position (fundamentally comprised of legacy income) gave us the confidence and the capacity to:

- support our team of self-employed contractors before government support became available, and for those who were not eligible,
- support schools and groups working with disadvantaged children.
- innovate to create a new programme, Farm in a Box, to review our existing programmes, and train the team to ensure we complied with Covid-19 guidance.

We designated reserves in 2020 to support our health and safety work and our Corporate Fundraiser. The former has been deferred until 2021 and our Corporate Fundraiser was furloughed for much of 2020.

Controls

Financial management consists of the monthly preparation of management accounts that are distributed to all Trustees for review. Monthly forecasting enables Trustees to view the financial landscape ahead. From April, a **Covid Sub Committee** met regularly to support immediate decision making, and the frequency of Board meetings also increased. Our mid-year review came in two phases - June and September, to allow for greater visibility of our operating context.

CEO or Assistant Director authorisation is required for all payments; all payments made by the Charity over £5,000 require dual authorisation with an authorised Trustee signatory. The charity had a successful Independent Examination (IE) in 2019 and Trustees chose an IE again for 2020.

The Charity will be using a cash management platform in 2021 in order to better manage our unrestricted reserves.

Reserves policy

Trustees moved to a RAG approach to assessing reserves with a green zone between 4 and 6 months of operating reserves.

Expenditure was very low in 2020 and so we have calculated our operating reserves on the basis of our 2021 expenditure budget - £1,283,898. This would indicate that the reserves green zone would be between approximately £428k - £642k. Year end projections for December 2021 currently indicate reserves of 4 months. In 2020 overall reserves rose slightly from £737,532 to £747,141 of which unrestricted reserves rose slightly from £726,519 to £727,076 including designated reserves, though a significant use of reserves had been planned pre-Covid (see 'Performance' above). Plans to use these additional funds to bring the working countryside alive for significantly more children experiencing disadvantage through a carefully planned, stepped and sustainable expansion of our activities are included in the Budget for 2021 and will form part of our next Strategic Plan 2021-2023. They include investing in new delivery team members, new programmes and new programme management resource.

Designated reserves: The Board approved a sum of £150k to be designated in the following way and for the following purposes.

1. Completion of our Host Farm Risk Assessment process with all our farmer hosts in 2021 - £10,000.
2. Funding the Corporate Fundraising role for three years until the income stream is established -£40,000 p.a. x 3 years £120,000.
3. Funding strategic planning and innovation - £20k x 1 year £20k.

Fundraising practice and performance

The Board has adopted the Charity Governance Code and is working through the seven principles to ensure good governance. Legal and ethical fundraising remains a key objective of the Trustees, and they take their responsibilities with regard to proper fundraising practice very seriously. They are guided by the Charity Commission's *Charity fundraising: a guide to trustee duties (CC20 updated in 2016)* as well as the updated Charity Governance Code, and the *Guidance Note from the Fundraising Regulator on New Reporting Requirements published October 2018* and updated in 2020. The Country Trust is registered with the Fundraising Regulator and complies with the *Code of Fundraising Practice*.

In 2020, approximately 66% of our income came from charitable trusts and foundations, 11.4% from companies, 11.1% from individual donors, and 11.3% from service users, primarily schools in the form of the balance of the cost of residential visits after our subsidy has been applied, or as a contribution from schools towards the cost of Food Discovery programmes.

Donors to The Country Trust can be assured that:

- Fundraising activity is included within the Trust's Risk Register, which is reviewed at each Board meeting; a senior member of staff directly involved with fundraising is present at every Board meeting.
- The Charity does not make use of professional fundraisers or commercial participators.
- The Charity complies with the Fundraising Regulator's voluntary regulation scheme.
- All fundraising is carried out by employed staff, managed by the CEO or Senior Managers who report to the CEO, or very occasionally by named volunteers working closely with the employed staff on our behalf, primarily networking with peers and friends. Some volunteers will fundraise in aid of The Country Trust and the Charity provides support for them on its website.
- The Charity did not receive any complaints about fundraising activities carried out by The Charity or someone acting on The Charity's behalf but recognises it could improve the visibility of how to complain on its website.
- The Charity respects the privacy of the public, including the need to take special care with vulnerable people. Any mailing or emailing for fundraising purposes is in accordance with GDPR preferences. Public fundraising is through online fundraising platforms, or through static collection goblets and is carried out in accordance with the Code of Fundraising Practice. The Charity undertakes very little face to face fundraising and what is done is primarily by invitation.

The Charity will comply with requests issued by the Fundraising Preference Service. The Charity strives to maintain GDPR compliance and has registered with the ICO.

Principal funding sources

As described above the Charity continues to derive most of its funding from grant making trusts. A target within the current Strategic Plan is to increase the percentage of funding committed for more than one year, to support longer term planning. This continues to grow and in 2020 totalled over £350k p.a including a very significant new 5-year funding award from the Westminster Foundation.

We would like to acknowledge the support received from all our funders, but mention specifically; **Aldgate and Allhallows Foundation, Ardian UK and the Ardian Foundation, The Ashden Trust, Lance Coates Charitable Trust, The Dulverton Trust, WA Handley Trust, The Joicey Trust, Sir James Knott Trust, The Lund Trust, The Mercers' Company, The Rothschild Foundation, The Bernard Sunley Charitable Foundation, Warburtons Ltd, Westminster Foundation, The Garfield Weston Foundation, The CLA Charitable Trust, The Girdlers' Company, The Rank Foundation, BBC Children in Need.**

Although we were unable to hold any events for our supporters to see our work at first hand during the year, the Charity was shielded from the worst effects of Covid-19 on fundraising as it does not have a large public facing income stream, nor does it rely on trading income. The Trustees would like to particularly thank

those Foundations, companies and individuals who provided extra funds during the year in recognition of the challenges we faced, as well as those who have continued to support us at a time when their own resources have been hard hit and demands have escalated. Thanks are also due to the Charity's President and Vice Presidents for their support in identifying and making introductions to potential new funding sources.

Transport costs

Transport subsidies were not required in 2020 because of the closure of schools in March. Any funds given for that purpose have been carried forward into 2021. We are grateful to all our funders for their understanding.

Structure, Governance and Management

How the Charity's activities deliver public benefit

The Trustees are confident that the activities of the Trust fulfil the requirements set out in the Charity Commission's guidance on Charities and Public Benefit, to which they have had due regard. Most of the Charity's activities focus on the education of children experiencing disadvantage, whether economic, social or educational and are undertaken to further the charitable objectives of the Trust for the public benefit.

Feedback from children, teachers and parents suggests that the Trust is achieving its goal of helping to improve the life chances of the children who take part in our programmes by increasing their engagement with education and broadening their knowledge of the world and the opportunities that could be open to them. We are currently engaged in a project with ImpactEd to refresh our Theory of Change and draw up a new framework to enable us to identify and measure the impact of our programmes.

Structure

The Country Trust was founded in 1978 and is registered with the Charity Commission under Charity Number 1122103. The Board of Trustees, President, Board of Vice Presidents, Chief Executive Officer, senior staff members and professional advisers are listed on page 1.

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

Governing document

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

Governing Body

The structure of the Charity consists of a Board of Trustees and a Chief Executive supported by a Senior Leadership Team. The Board of Trustees is a self-appointing body and includes a good gender balance and a range of experience. Several Trustees have direct experience of our services either as teachers or active farmer hosts. Navaratnam Partheeban joined the Board in September 2020 and brings significant experience of working to increase diversity and inclusion in agriculture and related activities. The Chief Executive reports directly to the Chair of Trustees and is responsible for the day-to-day running of the Charity. The Charity is very fortunate to be supported by a President and Vice Presidents who are an advisory, networking and fundraising resource.

Recruitment and training of Trustees

Trustees are recruited as and when required through advertising, personal recommendation and through the recommendation of third-party advisors according to the Board's specifications concerning eligibility, personal competence, and specialist skills. Potential candidates are invited to apply and are interviewed by the Chair and at least one other Trustee. Successful applicants are co-opted to join the Board until their appointment is confirmed. Trustees serve a maximum of 3 x 4 years and one Trustee (James Serjeant) resigned and one Trustee (Navaratnam Partheeban) was appointed during 2020. The Trustees would like to record their grateful thanks to James, grandson of the Charity's Founder, for his long service. Although technically Anne Bufton McCoy stepped down in 2021, the Trustees would like to take the opportunity now to thank Anne for her wonderful commitment and service as Trustee and then Chair of The Country Trust. Training and induction for new Trustees was in place during 2020, however formal training courses were postponed by our usual providers as a result of the pandemic. In the interim new Trustees were signposted to The Charity Commission's 'The Essential Trustee' and The Country Trust's Trustee Induction handbook.

Openness and accountability

We strive to involve participants in programme design and the comprehensive feedback gathered from stakeholders during the year is constantly used to inform practice. Our annual evaluation reports are published online and publicised through social media and printed materials. We recognise that this is an area where we could make significant improvements however and we will be working to create ways to listen to children's voices and understand the priorities of the communities we serve in 2021.

Organisational management

The Charity's Trustees are legally responsible for the overall management and control of the Charity. The Board of Trustees meets at least four times a year to discuss and implement strategic issues, monitor income and expenditure, monitor risk, review and approve policies and approve annual budgets. There were many more meetings in 2020 as a result of the pandemic. The day to day running of the Charity is delegated to the Chief Executive, the Senior Leadership Team, staff and sessional staff, and reports to the Board monthly and quarterly. The Country Trust Hampshire has now been fully integrated into The Country Trust.

Risk management

The Board of Trustees is responsible for the management of risks associated with the activities of the Charity. The Board refers to the Charity's Risk Register at each meeting which is prepared and updated by the Chief Executive.

The top 8 major risks identified and monitored in 2020 were:

- **Health and Safety** - mitigated by an active policy implemented by a dedicated senior lead, regular training, immediate reporting, quarterly reporting to the Board, membership of the Access to Farms Group responsible for the Industry Code of Practice.
- **Safeguarding** - mitigated by an active policy implemented by a Lead and Deputy senior lead. Training for all, external checks, immediate reporting, quarterly reporting to the Board, membership of SAFEcic.
- **Public Health Emergency** - mitigated by: Crisis Sub Committee supporting work across our programmes, our workforce and our finances.
- **Education Funding cuts** - mitigated by: increased focus on measuring and reporting on the relevance of our work, working to influence policy, adapting our fundraising.
- **Poor governance by the Board** (key during CV19)- mitigated by: Crisis sub-committee 'always on' and more Board meetings, financial scenario planning, work on succession planning, key decisions checked with external professionals eg insurers, accountants, funders.
- **Major loss of farms to host visits** - mitigated by: regular communication with hosts plus training webinar, active role in influencing agricultural policy re educational access, active recruitment of new hosts.

- **Unsatisfactory fundraising** - mitigated by: Annual budgets include risk analysis, monthly financial reports show progress against budget, 'new' spend is brought to the Board, detailed Mid-Year Review, active communication with our funders, new product development.
- **Serious cyber security attack** - mitigated by: Expert IT volunteer regularly reviewing our practices and providing support, ongoing watch on cyber security issues, cloud storage across the organisation. Outstanding in 2020 - full cyber security review, planned for 2021.

The Board of Trustees also has in place key controls for use by the Charity, such as formal agendas for meetings, comprehensive strategic planning and monthly management accounting, established lines of reporting, formal written policies and a review schedule, clear authorisation levels for all payments and a safeguarding policy which provides guidance for all on best safe practice for adults within an organisation working with children.

Equality, Diversity and Inclusion

We want our team and our programmes to better reflect the amazing diversity of the children and the communities we serve and have made the first steps towards this. Working with our new Trustee Navaratnam Partheeban we reviewed our recruitment materials, the language we use, the skills and experience we ask for and where we advertise. Diversity was chosen as the theme of our Annual Conference in February 2021 and working groups are now underway to look at everything from training to programme design. We are already excited about the connections, creativity and inspiration that this is unlocking.

GDPR and Cybersecurity

We have continued to strive to remain compliant with GDPR. All new contacts, donors and supporters are asked for their communication preferences which are recorded and implemented. Mailings and e-mailings include the opportunity for people to unsubscribe. Privacy policies are available on our website <http://www.countrytrust.org.uk/privacy-policy>

A complete cybersecurity review is pending but our Expert Volunteer IT Consultant Martin Stevens monitors the security systems we have in place. No serious issues were noted in 2020.

Safeguarding

Government guidance is clear that all organisations working with children, young people, families, parents and carers have particular responsibilities. At The Country Trust we recognise that the welfare of all children is paramount and that all children, regardless of ability or culture, have equal rights of protection. We have a duty of care when they are in our charge and we will do everything we can to provide a safe and caring environment whilst they attend our activities. Our policy for child safeguarding can be found on our website and is reviewed annually by our Board of Trustees. The Country Trust is a member of SAFEcic, an umbrella organisation providing safeguarding training, advice and standards. All staff, volunteers and Trustees undertake safeguarding training and undergo DBS checks where this is permitted for their role. Safeguarding has continued to be reviewed at the quarterly Board meetings. There were no safeguarding concerns raised within 2020. Trustees have continued to keep their safeguarding training up to date and keep abreast of any significant changes.

Health and Safety

The Charity receives the help of professional advisors for risks associated with health and safety, safeguarding and employment practice. Risk Assessments are prepared by staff and self-employed sessional contractors for all activities led by the Charity. All our health and safety and safeguarding practices and processes were reviewed in the light of Covid-19 to determine when and how we could operate safely. Our health and safety policy can be found on our website and is reviewed every two years. Following the last review, and a review of our policy in practice undertaken by Trustees, the Charity is undertaking a major piece of work to ensure that all our host farmers have a Risk Assessment in place for Country Trust visits. These Risk Assessments are prepared, owned and managed by the host farmer but where required, support for the process including signposting to external industry guidance, is provided by the Charity. we are part way through the planned process of implementing some significant changes to strengthen our

practice. A programme related to farmer host Risk Assessments was stalled by Covid at just beyond the halfway point. Safeguarding, and Health and Safety reports of all disclosures, accidents, incidents and near misses and subsequent actions taken are brought to every Board meeting, preserving the appropriate confidentiality. 'Lessons learned' are shared with all staff/contractors as part of ongoing learning. Training for all of our delivery team was provided on new practices before the start of the autumn term and was made available to our host farmers too via a webinar and via our Coordinators. Pre-visits to farms were made mandatory for schools in order that proper Covid planning could be undertaken.

Strategy and plans for the future

Strategic Plan

2021-23 will be a new Strategic Plan period for the Charity, and with the added shake-up of the pandemic we are using the opportunity to completely review our vision and mission, our theory of change, and from this, the design of our programmes and the outcomes framework we use to measure our performance.

Our current strategic objectives are

- **We will be providing transformative opportunities to more, disadvantaged children.**
- **We will have forged more, powerful partnerships greatly enhancing our ability to achieve our mission**
- **We will have enhanced the impact and quality of our work, our relevance and our effectiveness.**
- **We will value and invest in the people who make The Country Trust possible.**
- **We will have increased and diversified our funding streams and made them more resilient**

2021-23 Plan - emerging themes

- A continued focus on those children with limited opportunities to learn, grow and thrive, particularly those experiencing persistent disadvantage.
- A focus on the ways in which food, farming and countryside opportunities can help to improve the life chances of those children.
- An ambition to scale our work in line with the significant need exacerbated by Covid-19.
- A much greater emphasis on partnerships in order that we achieve the appropriate scale.
- A continued commitment to our newest area of work, policy.
- A heightened commitment to listening and learning in order to ensure inclusion, relevance and quality
- Food and farming will remain central to our work and so our relationship with the farming community will continue to be of vital importance.

Statement of compliance with prevailing laws and regulations

The financial statements have been prepared in accordance with the accounting policies set out in notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and 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 published in October 2019.

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

Approved by the Board of Trustees on 25th March 2021 and signed on its behalf by:

S Bell

.....

S D Bell BA (Hons)
Chair of Trustees

The Country Trust

Independent Examiner's Report to the trustees of The Country Trust ("the Company")

I report to the charity trustees on my examination of the accounts of the charitable company for the year ended 31 December 2020 which are set out on pages 24 to 40.

Respective responsibilities of trustees and examiner

As the charity trustees of the charitable company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the charitable company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of The Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the charitable company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

C Barker

Colin Andrew Barker FCA
146 New London Road
Chelmsford
Essex
CM2 0AW

Date: 29 April 2021

The Country Trust

Statement of Financial Activities for the Year Ended 31 December 2020 (Including Income and Expenditure Account and Other Comprehensive Income)

		Unrestricted funds			Total	Total
	Note	General funds	Designated funds	Restricted	2020	2019
		£	£	£	£	£
Income and Endowments from:						
Donations and legacies	3	377,812	-	168,760	546,572	699,946
Charitable activities	4	-	-	14,382	14,382	111,846
Investment income	5	832	-	-	832	1,327
Total income		<u>378,644</u>	<u>-</u>	<u>183,142</u>	<u>561,786</u>	<u>813,119</u>
Expenditure on:						
Charitable activities	6	<u>330,417</u>	<u>-</u>	<u>221,760</u>	<u>552,177</u>	<u>826,138</u>
Total expenditure		<u>330,417</u>	<u>-</u>	<u>221,760</u>	<u>552,177</u>	<u>826,138</u>
Net income/(expenditure)		48,227	-	(38,618)	9,609	(13,019)
Transfers between funds		<u>(67,670)</u>	<u>20,000</u>	<u>47,670</u>	<u>-</u>	<u>-</u>
Net movement in funds		(19,443)	20,000	9,052	9,609	(13,019)
Reconciliation of funds						
Total funds brought forward		<u>596,519</u>	<u>130,000</u>	<u>11,013</u>	<u>737,532</u>	<u>750,551</u>
Total funds carried forward	17	<u><u>577,076</u></u>	<u><u>150,000</u></u>	<u><u>20,065</u></u>	<u><u>747,141</u></u>	<u><u>737,532</u></u>

All of the charity's activities derive from continuing operations during the above two periods.

The Country Trust
(Registration number: 6436266)
Balance Sheet as at 31 December 2020

	Note	2020 £	2019 £
Fixed assets	12	<u>3,760</u>	<u>4,778</u>
Current assets			
Debtors	13	29,984	31,005
Cash at bank and in hand	14	<u>1,282,306</u>	<u>878,879</u>
		1,312,290	909,884
Creditors: Amounts falling due within one year	15	<u>(568,909)</u>	<u>(177,130)</u>
Net current assets		<u>743,381</u>	<u>732,754</u>
Net assets		<u>747,141</u>	<u>737,532</u>
Funds of the charity:			
Restricted		<u>20,065</u>	<u>11,013</u>
Unrestricted funds			
General funds		577,076	596,519
Designated Funds		<u>150,000</u>	<u>130,000</u>
Total unrestricted funds		<u>727,076</u>	<u>726,519</u>
Total funds	17	<u>747,141</u>	<u>737,532</u>

For the financial year ending 31 December 2020 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

Directors' responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

The accounts are prepared in accordance with the provisions applicable to companies subject to the small companies regime.

The financial statements on pages 24 to 40 were approved by the trustees, and authorised for issue on 25 March 2021 and signed on their behalf by:

S Bell

.....
S D Bell BA (Hons)
Trustee

The Country Trust

Statement of Cash Flows for the Year Ended 31 December 2020

	Note	2020 £	2019 £
Cash flows from operating activities			
Net cash income/(expenditure)		9,609	(13,019)
Adjustments to cash flows from non-cash items			
Depreciation		1,254	1,593
Investment income	5	(832)	(1,327)
		10,031	(12,753)
Working capital adjustments			
Decrease in debtors	13	1,021	2,189
Increase/(decrease) in creditors	15	6,223	(10,050)
Increase in deferred income		385,556	10,492
Net cash flows from operating activities		402,831	(10,122)
Cash flows from investing activities			
Interest receivable and similar income	5	832	1,327
Purchase of tangible fixed assets	12	(236)	-
Net cash flows from investing activities		596	1,327
Net increase/(decrease) in cash and cash equivalents		403,427	(8,795)
Cash and cash equivalents at 1 January		878,879	887,674
Cash and cash equivalents at 31 December		1,282,306	878,879

All of the cash flows are derived from continuing operations during the above two periods.

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

1 Charity status

The charity is limited by guarantee, incorporated in England & Wales, and consequently does not have share capital. Each of the trustees is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

2 Accounting policies

Summary of significant accounting policies and key accounting estimates

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Statement of compliance

The financial statements have been prepared in accordance with 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) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102). They also comply with the Companies Act 2006 and Charities Act 2011.

Basis of preparation

The Country Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

Going concern

The trustees have considered the impact of the Covid-19 pandemic in their assessment of the charitable company's ability to prepare the accounts as a going concern. Because of the uncertainties surrounding the effects of the economic slowdown it is difficult to predict the impact on the charitable company and its service users, but having taken all the factors into account, the trustees are of the opinion that the charitable company has sufficient resources to continue trading for the next 12 months from the date of signing these accounts.

Income and endowments

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received and the amount of the income receivable can be measured reliably.

Donations and legacies

All donated income and grants receivable are included in income on receipt except where the donor requires that the sum is to be treated as income in future accounting periods, in which case it is deferred. Where a donor has specified that a donation should be used for a particular purpose this is treated as restricted income.

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

Grants receivable

Grants are recognised when the charity has an entitlement to the funds and any conditions linked to the grants have been met. Where performance conditions are attached to the grant and are yet to be met, the income is recognised as a liability and included on the balance sheet as deferred income to be released.

Deferred income

Deferred income represents grants and service fees received in respect of visits and activities taking place after the year end. It also represents unrestricted income where that income relates to future periods.

Investment income

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

Charitable activities

Income from charitable activities arises from educational visits and activities where schools or other partners fund all or a proportion of the costs incurred.

Expenditure

All expenditure is accounted for on an accruals basis and includes VAT as the charity is not VAT registered. Governance costs are associated with the governance arrangements of the charity. Where expenditure is apportioned between charitable activities and support costs, this is done based on the portion that is applicable to the direct provision of educational visits and activities or the administration of the charity. In the case of staff costs, this is based on the time spent on charitable activities or administration.

Charitable activities

Charitable activities comprise costs incurred in carrying out educational visits and activities to farms, estates and the wider countryside, and in schools.

Governance costs

These include the costs attributable to the charity's compliance with constitutional and statutory requirements, including audit, strategic management and trustees's meetings and reimbursed expenses.

Taxation

The charity is considered to pass the tests set out in Paragraph 1 Schedule 6 of the Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes. Accordingly, the charity is potentially exempt from taxation in respect of income or capital gains received within categories covered by Chapter 3 Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Tangible fixed assets

Individual fixed assets costing a significant amount are initially recorded at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses.

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

Depreciation and amortisation

Depreciation is provided on tangible fixed assets so as to write off the cost or valuation, less any estimated residual value, over their expected useful economic life as follows:

Asset class	Depreciation method and rate
Office equipment & software	25% straight-line

Trade debtors

Trade and other debtors are recognised at the settlement amount due.

Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

Trade creditors

Creditors are recognised at their settlement amount.

Fund structure

Unrestricted income funds are general funds that are available for use at the trustees's discretion in furtherance of the objectives of the charity.

Designated funds are funds set aside by the trustees out of unrestricted funds for specific future purposes or projects.

Restricted income funds are those donated or received for use in a particular area or for specific purposes, the use of which is restricted to that area or purpose.

Pensions and other post retirement obligations

The charity operates a defined contribution pension scheme which is a pension plan under which fixed contributions are paid into a pension fund and the charity has no legal or constructive obligation to pay further contributions even if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

Contributions to defined contribution plans are recognised in the Statement of Financial Activities when they are due. If contribution payments exceed the contribution due for service, the excess is recognised as a prepayment.

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

Financial instruments

Classification

The charitable company only holds basic financial instruments as defined in FRS 102. The financial assets and financial liabilities of the charitable company and their measurement basis are as follows:

Financial assets - trade and other debtors are basic financial instruments and are debt instruments measured at amortised cost. Prepayments are not financial instruments.

Cash at bank - is classified as a basic financial instrument and is measured at face value.

Financial liabilities - trade creditors, accruals and other creditors are financial instruments, and are measured at amortised cost. Taxation and social security are not included in the financial instruments disclosure definition. Deferred income is not deemed to be a financial liability, as the cash settlement has already taken place and there is an obligation to deliver services rather than cash or another financial instrument.

3 Income from donations and legacies

	Unrestricted funds £	Restricted funds £	Total 2020 £
Donations	69,348	24,561	93,909
Charitable Trusts and grant making bodies	296,667	136,909	433,576
Job retention scheme grant	11,797	7,290	19,087
	<u>377,812</u>	<u>168,760</u>	<u>546,572</u>
	Unrestricted funds £	Restricted funds £	Total 2019 £
Donations	108,882	74,826	183,708
Legacies	100,000	-	100,000
Charitable Trusts and grant making bodies	200,768	215,470	416,238
	<u>409,650</u>	<u>290,296</u>	<u>699,946</u>

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

4 Income from charitable activities

	Unrestricted funds £	Restricted funds £	Total 2020 £
Countryside Discovery Residential Visits	-	5,308	5,308
Food Discovery	-	9,074	9,074
	<u>-</u>	<u>14,382</u>	<u>14,382</u>
	<u>-</u>	<u>14,382</u>	<u>14,382</u>
	Unrestricted funds £	Restricted funds £	Total 2019 £
Countryside Discovery Residential Visits	-	87,990	87,990
Food Discovery	-	18,670	18,670
Farm Visits	-	5,186	5,186
	<u>-</u>	<u>111,846</u>	<u>111,846</u>
	<u>-</u>	<u>111,846</u>	<u>111,846</u>

5 Investment income

	Unrestricted funds £	Restricted funds £	Total 2020 £
Interest receivable on bank deposits	832	-	832
	<u>832</u>	<u>-</u>	<u>832</u>
	<u>832</u>	<u>-</u>	<u>832</u>
	Unrestricted funds £	Restricted funds £	Total 2019 £
Interest receivable on bank deposits	1,327	-	1,327
	<u>1,327</u>	<u>-</u>	<u>1,327</u>
	<u>1,327</u>	<u>-</u>	<u>1,327</u>

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

6 Expenditure on charitable activities

		Unrestricted funds £	Restricted £	Total 2020 £	Total 2019 £
	Note				
Programmes - Transport		-	3,147	3,147	56,643
Programmes - Accommodation		-	3,705	3,705	73,794
Expenses relating to visits and activities		-	10,169	10,169	29,455
Self-employed contractors		66,031	161,646	227,677	320,562
Staff mileage, accommodation and expenses		-	13,290	13,290	49,972
Volunteer mileage, accommodation and expenses		-	27	27	2,348
Staff costs		-	20,959	20,959	24,866
Allocated support costs	7	261,626	8,817	270,443	265,738
Governance costs	7	2,760	-	2,760	2,760
		<u>330,417</u>	<u>221,760</u>	<u>552,177</u>	<u>826,138</u>

The expenditure analysed above includes governance costs of £2,760 (2019 - £2,760) which relate directly to charitable activities. See note 7 for further details.

Approximately 32% of transport costs relate to transport subsidies and the remainder are the cost of transport for residential visits.

All Country Trust programmes were brought to a halt in March 2020 as a result of the Covid-19 pandemic. Activity resumed at a greatly reduced level in September.

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

7 Analysis of governance and support costs

Allocated support costs

	Unrestricted funds £	Restricted £	Total 2020 £	Total 2019 £
Staff costs	198,614	-	198,614	185,189
Staff mileage, accommodation and expenses	3,900	-	3,900	11,900
Volunteer mileage, accommodation and expenses	76	-	76	587
Office costs	21,183	22	21,205	26,302
Computer and website costs	2,114	-	2,114	1,485
Advertising and publicity	5,570	-	5,570	9,999
Insurance	3,875	-	3,875	3,101
Recruitment and training	657	8,795	9,452	5,811
Subscriptions and sundry costs	2,586	-	2,586	1,806
Bank charges	120	-	120	374
Legal and professional fees	2,602	-	2,602	2,053
Annual conference	18,715	-	18,715	14,693
Trustee expenses	360	-	360	845
Depreciation	1,254	-	1,254	1,593
	<u>261,626</u>	<u>8,817</u>	<u>270,443</u>	<u>265,738</u>

Governance costs

	Total 2020 £	Total 2019 £
Independent examiner fees		
Examination of the financial statements	1,560	1,560
Other fees paid to examiners	1,200	1,200
	<u>2,760</u>	<u>2,760</u>

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

8 Net incoming/outgoing resources

Net incoming/(outgoing) resources for the year include:

	2020 £	2019 £
Fees payable to independent examiner	2,760	2,760
Depreciation of fixed assets	1,254	1,593

9 Trustees remuneration and expenses

No trustees, nor any persons connected with them, have received any remuneration from the charity during the year.

No trustees have received any other benefits from the charity during the year.

During the year, 1 trustee was reimbursed for reasonable travel expenses totalling £132 (2019: £624 to 2 trustees).

10 Staff costs

The aggregate payroll costs were as follows:

	2020 £	2019 £
Staff costs during the year were:		
Wages and salaries	201,372	191,635
Social security costs	13,941	14,421
Pension costs	4,260	3,999
	<u>219,573</u>	<u>210,055</u>

The monthly average number of persons (including senior management team) employed by the charity during the year expressed by head count was as follows:

	2020 No	2019 No
Charitable activities	1	1
Support and administration	8	7
	<u>9</u>	<u>8</u>

The average number of persons employed by the charity during the year expressed as full time equivalents was 6.1 (2019: 5.1).

9 (2019 - 8) of the above employees participated in the Defined Contribution Pension Schemes.

Contributions to the employee pension schemes for the year totalled £4,260 (2019 - £3,999).

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

No employee received emoluments of more than £60,000 during the year.

The total employee benefits of the key management personnel of the charity were £66,980 (2019 - £68,152).

11 Taxation

The charity is a registered charity and is therefore exempt from taxation.

12 Tangible fixed assets

	Office equipment & software £	Total £
Cost		
At 1 January 2020	9,660	9,660
Additions	236	236
	<hr/>	<hr/>
At 31 December 2020	9,896	9,896
	<hr/>	<hr/>
Depreciation		
At 1 January 2020	4,882	4,882
Charge for the year	1,254	1,254
	<hr/>	<hr/>
At 31 December 2020	6,136	6,136
	<hr/>	<hr/>
Net book value		
At 31 December 2020	3,760	3,760
	<hr/>	<hr/>
At 31 December 2019	4,778	4,778
	<hr/>	<hr/>

13 Debtors

	2020 £	2019 £
Trade debtors	-	14,838
Prepayments	29,757	15,853
Accrued income	227	314
	<hr/>	<hr/>
	29,984	31,005
	<hr/>	<hr/>

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

14 Cash and cash equivalents

	2020 £	2019 £
Cash at bank	<u>1,282,306</u>	<u>878,879</u>

15 Creditors: amounts falling due within one year

	2020 £	2019 £
Trade creditors	16,518	17,202
Other taxation and social security	4,556	3,517
Other creditors	7,374	704
Accruals	2,760	3,562
Deferred income	<u>537,701</u>	<u>152,145</u>
	<u>568,909</u>	<u>177,130</u>

	2020 £	2019 £
Deferred income at 1 January 2020	152,143	141,653
Resources deferred in the period	537,701	152,143
Amounts released from previous periods	<u>(152,143)</u>	<u>(141,653)</u>
Deferred income at year end	<u>537,701</u>	<u>152,143</u>

The deferred income relates to performance related grants and grants for activities that are due to take place in future periods.

16 Pension and other schemes

Defined contribution pension scheme

The charity operates a defined contribution pension scheme. The pension cost charge for the year represents contributions payable by the charity to the scheme and amounted to £4,260 (2019 - £3,999).

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

17 Funds

Current year:

	Balance at 01/01/2020 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31/12/2020 £
Unrestricted funds					
General	596,519	378,644	(330,417)	(67,670)	577,076
Designated funds					
i) Risk assessment	10,000	-	-	-	10,000
ii) Corporate fundraiser	120,000	-	-	-	120,000
iii) Strategic planning and innovation	-	-	-	20,000	20,000
	<u>130,000</u>	<u>-</u>	<u>-</u>	<u>20,000</u>	<u>150,000</u>
Total Unrestricted	<u>726,519</u>	<u>378,644</u>	<u>(330,417)</u>	<u>(47,670)</u>	<u>727,076</u>
Restricted					
a) Residential	-	15,186	(16,063)	877	-
b) Food discovery	11,013	56,830	(49,321)	-	18,522
c) Farm visits	-	107,387	(154,180)	46,793	-
d) Country Trust Hampshire	-	3,739	(2,196)	-	1,543
Total restricted	<u>11,013</u>	<u>183,142</u>	<u>(221,760)</u>	<u>47,670</u>	<u>20,065</u>
Total funds	<u>737,532</u>	<u>561,786</u>	<u>(552,177)</u>	<u>-</u>	<u>747,141</u>

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

Prior year:

	Balance at 01/01/2019 £	Incoming resources £	Resources expended £	Transfers £	Balance at 31/12/2019 £
Unrestricted funds					
General	703,891	410,977	(284,709)	(233,640)	596,519
Designated funds					
i) Risk assessment	-	-	-	10,000	10,000
ii) Corporate fundraiser	-	-	-	120,000	120,000
	-	-	-	130,000	130,000
Total unrestricted	<u>703,891</u>	<u>410,977</u>	<u>(284,709)</u>	<u>(103,640)</u>	<u>726,519</u>
Restricted					
a) Residential	19,108	121,190	(163,869)	23,571	-
b) Food discovery	22,693	107,240	(108,367)	(10,553)	11,013
c) Farm visits	-	149,924	(227,675)	77,751	-
d) Country Trust Hampshire	4,859	23,788	(41,518)	12,871	-
Total restricted	<u>46,660</u>	<u>402,142</u>	<u>(541,429)</u>	<u>103,640</u>	<u>11,013</u>
Total funds	<u>750,551</u>	<u>813,119</u>	<u>(826,138)</u>	<u>-</u>	<u>737,532</u>

The specific purposes for which the funds are to be applied are as follows:

Restricted funds:

- a) Funds to subsidise the cost of Countryside Discovery Residential visits enabling disadvantaged primary age children to experience food, farming and the countryside.
- b) For teaching disadvantaged primary school children to grow & cook fresh produce, explore local farms, run playground markets & a harvest feast, and to train teachers in relevant elements of Learning Outside the Classroom.
- c) Funds relating to the provision of Farm and Countryside Discovery educational day visits bringing the working countryside to life for primary school children from disadvantaged areas, and now the Farm in a Box programme bringing farm centred, hands on, experiential learning into schools, groups and homes.
- d) Provides for Farm and Countryside Discovery educational visits for primary school children to working farms and estates specifically in Hampshire and the surrounding counties.

Designated funds:

- i) The Trustees designated £10,000 from unrestricted funds for completing a host farm risk assessment process.
- ii) £120,000 was designated to fund a corporate fundraising role for three years.
- iii) £20,000 has been designated by the trustees to fund strategic planning and innovation.

The transfers from unrestricted are made to eliminate the negative restricted fund balances. This year there has also been a transfer of £20,000 to designated funds.

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

18 Analysis of net assets between funds

Current year:

	Unrestricted funds £	Designated funds £	Restricted £	Total funds at 31/12/2020 £
Tangible fixed assets	3,760	-	-	3,760
Current assets	881,623	130,000	300,667	1,312,290
Current liabilities	(288,307)	-	(280,602)	(568,909)
Total net assets	<u>597,076</u>	<u>130,000</u>	<u>20,065</u>	<u>747,141</u>

Prior year:

	Unrestricted funds £	Designated funds £	Restricted £	Total funds at 31/12/2019 £
Tangible fixed assets	4,778	-	-	4,778
Current assets	632,436	130,000	147,448	909,884
Current liabilities	(40,695)	-	(136,435)	(177,130)
Total net assets	<u>596,519</u>	<u>130,000</u>	<u>11,013</u>	<u>737,532</u>

19 Related party transactions

There were no related party transactions in the year.

The Country Trust

Notes to the Financial Statements for the Year Ended 31 December 2020

20 Prior year Statement of Financial Activities

		Unrestricted funds			Total
	Note	General funds	Designated funds	Restricted	2019
		£	£	£	£
Income and Endowments from:					
Donations and legacies	3	409,650	-	290,296	699,946
Charitable activities	4	-	-	111,846	111,846
Investment income	5	1,327	-	-	1,327
Total income		410,977	-	402,142	813,119
Expenditure on:					
Charitable activities	6	284,709	-	541,429	826,138
Total expenditure		284,709	-	541,429	826,138
Net income/(expenditure)		126,268	-	(139,287)	(13,019)
Transfers between funds		(233,640)	130,000	103,640	-
Net movement in funds		(107,372)	130,000	(35,647)	(13,019)
Reconciliation of funds					
Total funds brought forward		703,891	-	46,660	750,551
Total funds carried forward	17	596,519	130,000	11,013	737,532



Country Trust
Where children learn and grow

The Country Trust is a registered charity no. 1122103 and is a company limited by guarantee registered in England no. 6436266
Registered address and head office: Moulsham Mill, Parkway, Chelmsford, Essex CM2 7PX
President: The Duke of Westminster