

WON BEST UK LEISURE ATTRACTION  
AT THE BRITISH TRAVEL AWARDS • 324  
COMMUNITY CHAMPIONS SIGNED  
UP AS BIG LUNCH EXTRAS • 858,897  
VISITORS IN 2013 • 8TH TITAN  
ARUM IN BLOOM • MEDITERRANEAN  
TERRACE RESTAURANT OPENED • 3.65  
MILLION PARTICIPANTS IN THE BIG  
LUNCH • 12% REDUCTION IN CARBON  
FOOTPRINT SINCE LAST YEAR • 150  
TONNES OF COMPOST CREATED • 69,185  
GUIDE BOOKS SOLD • 40,045 SKATERS ON  
OUR ICE RINK • 300 TEACHERS ATTENDED  
TRAINING • 23 HORTICULTURE WORK  
PLACEMENT STUDENTS HOSTED • 8  
STAFF ACHIEVED ILM LEVEL 3 • 33,320  
ENJOYED EDEN SESSIONS • RECYCLED  
20 TYPES OF WASTE • 22,231 HOURS  
CONTRIBUTED BY VOLUNTEERS • WON  
JOINT-GOLD IN THE GARDEN OF THE  
YEAR AND GOLD IN THE FAMILY FUN  
DAY OUT AT CORNWALL TOURISM  
AWARDS • 13,301 CHILDREN VISITED  
FATHER CHRISTMAS • RAINFOREST  
CANOPY WALKWAY OPENED TO THE  
PUBLIC • WELCOMED 42,477 SCHOOL  
VISITORS • **EDEN PROJECT 2013/2014**

# What is the Eden Project about?

The Eden Project creates gardens, exhibitions, art, events, experiences and projects that explore how people can work together and with nature towards a better future.

We are visionary pragmatists. Our promise is that we will renew your optimism. When the rules of a successful future are not yet known we will use imagination and enterprise to find new solutions. We will create memorable experiences that lead people to care about each other and the natural world and do transformational projects, both big and small, to show what people working with nature can achieve.

## Our Objectives

Our overall aim is to communicate the following narrative to the maximum audience to fulfill our charitable objectives –

- Explain and demonstrate that transformation is possible
- Communicate our dependence on plants to lead people to care about each other and the natural world
- Show what people working with nature (and each other) can achieve
- Inspire and equip people to use their imagination and enterprise to find new solutions for living in the 21<sup>st</sup> century.

The narrative permeates everything we do: exhibits, gardens, events, hospitality, visitor services, retail, projects and education programmes.

## Statement from Eden Project Board

We are delighted to present the Eden Project's Annual Report for 2013/14. This is a new format for 2013/14 and incorporates all of our previous annual reporting. For your appreciation, we have included a review of the year, the key elements of our sustainability reporting, as well as the statutory accounts for the Eden Trust and Eden Project Limited. It's a jam-packed edition... We hope you will enjoy reading about the highs, lows & mediums of quite a year in Eden's history – one that we believe has set the organisation on its way once more to a bright future.

We hope that you enjoy the report.

DAVID HARLAND & PETER STEWART  
Joint Executive Directors Interim

# Eden Project annual report 2013/2014

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## The Eden story

The Eden Project, established as one of the Landmark Millennium Projects to mark the year 2000 in the UK, is an international visitor destination featuring spectacular planting and architecture in a spectacular setting.

We all know that the 21<sup>st</sup> century brings many challenges: food security, moving and rising populations, water poverty, plant and animal extinctions, increasing energy costs, economic shifts – all cranked up by climate change.

What to do? Sit and weep or do something about it? Eden regenerated this china clay pit as a symbol of transformative change, to demonstrate what people can do when they collaborate and put their minds to something. The world's challenges will demand the best of all of us: our creativity, ingenuity, understanding, science, technology, enterprise, humanity and most of all our ability to work together as healthy communities and resilient societies. It's all possible: humans can be pretty resourceful when they are asked to raise their game.

Our exhibits and events tell many of the changing stories of plants and people. Eden also works on and shares examples of many practical projects, both on our doorstep and worldwide, that explore new ways of living in the 21<sup>st</sup> century.

Entrance fees and the money spent by visitors go to support both the operation of the site and Eden's public and formal education programmes and projects.

Eden is also a social enterprise, doing business to enable it to pursue its charitable objectives and showing that improving the environment and livelihoods and building stronger communities can work hand in hand. Since 2001 over 13 million visitors have

helped us put well over a billion pounds into the regional economy through year-round trade with local suppliers and businesses.

This is the story of our 2013/2014 year – a significant point in our own history.





## Education

Eden's education programmes bring our mission to life for a range of different audiences; from the youngest school children, to students at degree level and above, to employees, managers and leaders from a range of business organisations. Around 50,000 people encountered Eden through our engaging and experiential learning adventures.

These took place primarily at Eden, but also in schools and businesses across the country – and ranged in length from 2-hours for one of our exciting schools workshops, to two weeks for participants in our Masters programme with Anglia Ruskin University.

# Schools education

Eden's Schools Team provides learning programmes for young people aged 4-19 from schools, colleges and early years settings. Most of our work is with young people visiting Eden, but we also run programmes in schools and other venues, and work with teachers to enhance their skills.

## The Core Programme

We offer workshops, facilitate teacher led visits and other activities such as ice skating, team building days and conference style events.

All our educational content looks at our dependence on nature, focusing on our reliance on plants and covers a range of curriculum areas. The programme is currently under review to ensure we are complementing the new curriculum.

Last year we welcomed 42,477 school visitors to the Eden Project in 827 visits. Just under a third of school groups were from Cornwall, whilst the remainder came from other UK counties and Europe.

## New Workshops

In response to the trend in schools towards topic work we devised a new workshop for 7-9 year olds called Chocology, and have been inundated by pupils all wanting to become chocologists. Participants learn about the history of chocolate by meeting various characters in the jungle who set them challenges. If they complete all the challenges successfully they win a special prize... We like to think of it as motivation rather than bribery.

## DNA workshops - Sherlock Streptococcus

70 GCSE students celebrated science week at Eden by participating in a specialised science workshop. Students analysed DNA samples using cutting edge techniques, such as gel electrophoresis.

Equipment and training was funded by Wellcome via ASDC in 2010 and the workshops have been running ever since.

*"The most interesting and enjoyable science we've done"*

Year 11 pupil

## Education First - educational tours

Pupils from a number of Canadian colleges visited Europe on a science tour and came to the Eden Project for a day long scientific investigation in the Rainforest Biome, collecting and analysing data about our resident ant population.

*"Our group of 35 high school students and teachers visited the Eden Project as part of our tour of Europe. As we were booked in advance for a special program, our students were given learning tasks and group work which was very effective at enabling them to get the most out of their visit. The facilitators were excellent! We enjoyed the visit and I would recommend it to other schools as well as families with kids of any age. The biomes were beautiful and the grounds well maintained. The focus on sustainability and good stewardship is also very beneficial to become aware of. Make sure you try the traditional Cornish pasty"*  
Trip Advisor review, 18<sup>th</sup> March 2014



## Offsite

Over the last year we have worked with 2,400 students offsite, in a range of activities from assemblies to full-day workshops. This work increases our geographical reach, enabling us to work with young people who are too far from Eden for a daytrip. Despite the fact that we can't take a giant Biome to schools they respond really well to our story and the Eden message.

## Planet First

Much of this work was funded through our relationship with Planet First (see page 39). It enabled us to provide assemblies for 1,500 pupils and workshops for 380. We spent a day in each of 7 schools delivering an assembly and running a combination of three workshops.

*"Great fun, very informative, great to have experts visit and do 'hands on' activities with the children"*  
Provost Williams Primary School

*"A great positive experience - with different activities for different year groups"*

The Oaks Primary School

## Enterprise Days – Newquay Tretherras school

This session was delivered to the whole year 7 cohort as part of their activities week; 280 students in two days.

We challenged them to form new companies to pitch for the job of reinventing a sustainable and successful future for Newquay. They had to use a combination of creativity, business sense and an understanding of sustainability to devise a presentation to get their ideas across. Some of the successful ideas included a tide and solar powered water park and a Newquay Eye big wheel - which goes under the sea as well as into the air. The winning team was chosen by their classmates and awarded an Eden goody bag.

*"Thank you for your dynamic, enthusiastic delivery which really got the students on board and encouraged great team work. It was brilliant to see the confidence that the challenges gave to some of our young people"*

42,477

school visitors to the Eden Project

2,400

students through our offsite programme

300

teachers through our teacher programme

# Schools education

## Teachers

We have worked with 300 teachers this financial year (creating an impact for a minimum of 9000 children). This builds relationships with schools and can bring about profound, whole-school, change.

We offered a range of outdoor learning topics from gardening to literacy, science and many more, both on and off site in a range of half and full day events, that were either free, funded by companies or paid for by the school.

## PET

The Eden Project has teamed up with Penwith Education Trust, to run a series of outdoor learning events for teachers. This project comprised a launch event with children and teachers from 16 schools followed by a teacher training workshops and supported planning sessions through Spring/Summer 2014.

## Twilight Sessions

Our programme of free teachers' twilight training sessions was well attended by over 70 teachers. Each session had a theme, literacy, science or maths and was run after school enabling teachers to leave with a collection of new, easy-to-resource ideas for immediate use in school.

## Southbank

Working in partnership with The Southbank Centre we ran several outdoor learning sessions in the rooftop garden that Eden helped to build. Funded by Kingfisher, these days were fully booked and well received.

*"It was one of the most engaging, inspiring and useful training sessions I have ever attended!"*

63 people attended over two days, all involved in working with primary age children in schools and maintained and third sector organisations e.g. Grow Wild, Streatham Community Garden, Horniman Museum.

*"I was invigorated and inspired again to do easy doable sessions with kids. It seems simple. I like the fact you linked it to the curriculum"*

## Events and Projects

The team delivered a series of unique projects and events for schools at Eden. These cement new partnerships, create new opportunities and animate the site at otherwise quiet times.

### Empty Classroom Day

On July 5, more than 250 schoolchildren from Cornwall and Devon arrived at the Eden Project to take part in Empty Classroom Day.

This national event encourages schools to make the most of outdoor spaces and use them to animate lessons and help children to engage with the curriculum.

Ten schools came to Eden, including Bosvigo School from Truro who studied bugs and insect camouflage and Carclaze School from St Austell who did some den building and sketching.

### Green is Global

Green is Global is a network of 10 Cornish secondary schools who each have one or more international partner schools with which they exchange lesson plans and ideas on the theme of sustainability. The group met with some of their partner schools at Eden for a day of celebration and Skyping across the world. We are in conversations with the team about future partnerships.



## My tree, My community

As in previous years our Christmas trees project had a strong community message. We worked with 250 pupils from 8 local primary schools to create decorations for the trees that brighten up the entrance to the Eden Project.

Pupils worked with a professional artist and their local community to share their memories of Christmases past. Those ideas became inspiration for unique, beautiful and sometimes eccentric decorations for their tree.

## Great Grass

Funded by Comic Relief this project is a partnership between several Premiership Football Clubs in London and the Eden Project. The clubs worked with groups of "socially excluded" people, developing their literacy and practical life skills and as a learning experience and celebration the groups came to the Eden Project for a day of activities, cooking and team building. The days were relaxed, informal and fun, rewarding for staff and clients.

*"We appreciated the time you have invested with our groups on our visits"*





## Horticulture

Horticulture at Eden Project is unlike any other public garden, probably in the world. The horticulture team is responsible for nurturing and refreshing roughly 2 million individual plants from 8,764 different taxa from three very different climate zones around the world - all the plants demanding an understanding of their specific cultural needs and quirks. Many of these plants are the stars of the 85 plant-based exhibits that are the main focus of Eden's educational mission to demonstrate our dependence on the natural world.

# Horticulture

## Eden's unique horticulture

Many of the key plants have now been growing on our site for nearly 15 years so, in addition to delivering the seasonal crop exhibits and displays of annual plants as well as on-going maintenance, the horticulture team is working on a programme to reinvigorate and replace many of the shorter-lived plants. Working with the team at Watering Lane Nursery (WLN), new plants are being propagated from seed and cuttings or "grown on" plug plants to minimize pest and disease problems as well as cost. This major task is part of a five year, phased programme.

In response to the cuts of early 2013 (see page 50), the Horticulture team have had to find ways of working smarter. The teams have been re-organised to achieve management efficiencies with the outdoor crops and amenity teams consolidating their skills into one Outdoor Biome

team and the estate and landscape teams joining forces to become a new Garden Development Team. The change in structure has re-invigorated the management of the Eden estate, which will be coming into greater prominence when the accommodation plans come on line (see page 39). The whole team has benefitted from the pilot training courses run by the Heritage Crafts Alliance in hedge laying and coppicing and have even produced their own charcoal. Whole team working days (clumping) have also helped pool manpower to tackle some of the bigger jobs in all Biomes and at WLN.

## Inspiring the next generation of horticulturalists

In the UK, as highlighted by the RHS *Horticulture Matters* paper, horticulture is in crisis – failing to attract a new generation to grow our food and flowers as well as manage

the parks and green spaces that are so critical to our health and wellbeing. We signed up to the 'Grow Careers' campaign, administered by The Institute of Horticulture to attract young people, and where better to be inspired and learn than the Eden Project? This year one apprentice was selected (from 67 applicants) for the Level 2 Work-based Diploma in Amenity Horticulture Apprenticeship scheme. We see this as an important part of delivering our charitable aims and furthering the national cause. We hope to increase on this beginning in future years, if funding becomes available. At Eden we can offer an unparalleled variety of experience and our skilled gardening team delivers a structured on-the-job training programme both at the Bodelva site and Watering Lane Nursery. During a one-year placement, an apprentice spends approximately six weeks in each department with tuition and support

from our own team as well as additional short courses in tractor driving and pesticide application. One day a week the apprentice attends Duchy College for the theoretical elements of the diploma. This year, we have hosted 23 international and UK horticulture students carrying out work placements. We plan to develop our international work placements further by establishing a formal internship programme in 2015-16.

## Academic research at Eden Project

During the development of the Eden Project, the team pioneered many new approaches, including the extensive use of manufactured soils, growing an unprecedented range of plants in enclosed environments and operating our aerobic digester. Now more than a decade on, there is great interest in how these work and have performed – from us, the academic and the professional English world. In addition to our MSc in Sustainability with Anglia Ruskin University, we have been carrying out applied research projects with students from Warwick University, Plymouth University, Reading University, Imperial College and Cranfield University. Work with Cranfield University helped us reduce the amount of potable water used. We are also providing professional and academic support to PhD students at Plymouth University, who are looking at improving the nitrogen holding capacity of our soils and University of Exeter's European Centre for Environment and Human Health, who are researching the use of narrative in children's play. All this work will help us to manage our site more effectively and efficiently. Our own Horticultural Science team has also been carrying out research on the conservation of native *Juniperus* spp on the Lizard, sponsored by Natural England.

## Keeping on top of plant health

Plant health is vitally important; we know, from experience that outbreaks of notifiable pests and diseases (most likely in the Rainforest Biome) can result in horrifically expensive spray programmes (several hundred thousand pounds). As a result of this, the Horticulture Team implement rigorous Plant Health Protocols, developed by the Science Team over the last 15 years, and manage to intercept potentially catastrophic pest and disease outbreaks. This year, plant inspections at a microscopic level have on separate occasions intercepted *Bemisia tabaci* and *Liriomyza* leaf miners - both notifiable pests - on cut flowers destined for weddings in the Med Biome, as well as several important diseases, most notably two instances of *Fusarium* root rot (in *Aconitum* and *Dianthus*). This is a salutary lesson that we can't relax our guard in this area.

## Wider concern about outdoor plant diseases

The outbreak and spread of chalara dieback of Ash hit the headlines this year causing our Horticultural Science team and the outdoor horticulture teams to be extra vigilant about plant health across the whole site. This adds to concern about Sudden Oak Death (*Phytophthora ramorum*), which is rife across gardens in Cornwall, carried on a wide range of plants but in particular the invasive *Rhododendron ponticum*. A programme of clearing wild rhododendron is in progress. There is also concern that *Gunnera* has escaped our Chile exhibit and gone feral around the Eden site and a programme of eradication will need to be implemented.

## Controlling tropical ant populations

Despite long periods in quarantine, 'bugs' sneaked into the Biomes on plants back in 2001/2002 and, in the humid conditions of the Rainforest Biome, populations can quickly explode if left unchecked. Following a rigorous programme of monitoring and eradication, the rainforest's notorious population of Suriname and Australian cockroaches are now under control. Tropical White-footed Ants can be either 'friend' or 'foe' depending on how many there are. These tiny critters are useful pollinators and, like most tropical ants, move around in orderly lines which fascinate visitors. If we have too many ants, though, they find their way into visitors' clothing, and can damage electrical systems – both undesirable! The Horticultural Science team work hard to outwit these cunning ants (who can detect traps and inform the others to stay away!) and, working with the Schools Education team, have devised a real, practical science project for secondary school pupils which also helps us collect data. We now know that the ant population 'tipping point' is 0.2 ants/sticky trap/hour and the biomass of ants in the RFB ranges between 250g and 7.25Kg.

## Green waste transformed to quality compost

As a result of the passion and persistence of the whole Horticulture team, this year has seen our own green waste transformed into 150 tonnes of high quality compost which has been used on site, saving us money and contributing to our sustainability. The Horticultural Science team continually monitor the 'heaps' to ensure temperatures are high enough to kill pathogens and the resulting compost has been mechanically screened to deliver a more uniform product.



# Horticulture

## An 8<sup>th</sup> Corpse flower!

One of the big challenges in the world of the horticultural elite is to coax the fickle *Titan arum* into bloom in captivity. The *Titan arum* is a native of the tropics and better known as the Corpse flower because of its rotten stench. Plants flower unpredictably at 7 to 9 years, for two days only, and then die. They rarely flower in 'captivity'. At Eden Project, however, 2013 saw WLN-based Tim Grigg 'bloom' his 8<sup>th</sup> *Titan arum*. As soon as it is clear the giant corm is active and throwing out a flower instead of a leaf, it is rushed to the Rainforest Biome and the media team alerted. The rapid growth of the flower spike is recorded hourly so visitors can appreciate this phenomenon, and monitored by webcam with a live link to the Eden website. This extraordinary achievement looks likely to be repeated and Tim is now experimenting to see if he can get one plant to bloom twice.

## Spreading the word

There is worldwide interest in the Eden Project experience from the public garden sector, and this year members of the Horticulture Team have been in demand as speakers at international conferences and symposia. This has included presenting a paper at the respected Botanic Gardens Conservation International (BGCI) conference in New Zealand to representatives from 75 countries as well as at the multi-disciplinary 'Earth Perfect' conference at the University of Delaware and 'New England Grows' in Boston, USA. Closer to home, Eden horticulture is represented on the 'Directors of Large Gardens' group, 'Society of Chemistry Horticulture Group', Institute of Horticulture 'Grow Career' Committee, and the Board of 'Plant Network' which draws together public and private gardens

throughout the UK and Ireland; the team are regular presenters at their conferences. The team has also reinvigorated the on-line 'Plant Talk', posting articles to several hundred subscribers, writing articles and blogs, regularly featured in the local media with @EdenScience gaining a following for their bi-weekly tweets. Another new initiative this year has been 'Gardener for the Day' where keen gardeners spend a day with the Horticulture Team, often gifted to them as a birthday treat. This has been enjoyed by 18 people, including two journalists who have written about their hands on, behind the scenes, experience in *Amateur Gardeners* and *Garden News*. This not only generates income but promotes Eden.

## Certificate in Practical Horticulture

As befitting a charity with education at its heart, Eden's professional Horticulture team is developing a portfolio of educational programmes; ultimately at all levels. Since 2008, we have delivered a Certificate in Practical Horticulture (CPH) programme, aimed at keen amateur gardeners and those beginning a professional career in horticulture or considering a career change. This year saw eight new certificate holders.

The programme was originally developed in partnership with the Royal Botanic Garden Edinburgh (RBGE) who developed the course in 2006. It comprises eight one-day practical gardening courses at Eden and WLN, with learners then progressing to a review and assessment day. Assessment criteria have been jointly developed to ensure that the qualification is standardised. We believe the partnership is a perfect match – the Eden Project's vision of contemporary horticulture and education, combined with RBGE's botanical and horticultural history.

## Reducing water consumption

In Cornwall, we are never short of rain water to harvest. Prudent water management is, however, good practice as not all areas of the world are as 'fortunate' and excessive watering flushes away soil nutrients. We have been monitoring our water consumption across site and research carried out by Cranfield University suggested leaks in the system which have now been addressed.

At WLN, costly potable water is used for irrigation and there are plans to develop a system to harvest run-off from the green houses, create a water retention pond and to treat the water before re-using it.

## Growing support from horticulture volunteers

Eden's Horticulture team is also fortunate to be supported by an expanding group of enthusiastic volunteers who work alongside our professional team. In total, volunteers contributed a total of 584 working days.



## Commercial production at Watering Lane Nursery

WLN was bought as Eden's quarantine facility and holding nursery in the build-up to the big plant on the main site. Prior to this, it was a commercial nursery. This year, the team carried out trials of a range of 'novel' tomatoes as well as aubergines and peppers, mirroring commercial conditions but with no additional heat. The concept was proven with the produce being sold to Heligan kitchens. Today, only a limited number of tomatoes are commercially grown in Cornwall, but a growing number of top-quality restaurants are looking for a local product. With additional staff, there is potential to develop commercial production further at the Nursery.

## Supporting St Austell in Bloom

At the end of 2013, Eden's horticulture team was approached by St Austell BID (the local Business Improvement District and made up of town centre traders) to support them to put on the town centre's first 'in Bloom' entry. Reflecting a patriotic theme to commemorate the start of WWI, we have used the group's funds to procure red, white and blue plants as well as conventional planters and quirky watering cans to hang along Fore Street and beyond. The containers were planted up at WLN by People & Gardens and Groundwork volunteers to create a stunning display over the summer months and attract people to the town centre.

## Further development of the Southbank Centre roof garden

This year, Eden's roof garden on top of the Queen Elizabeth Hall at London's Southbank Centre was extended on to the roof of the Hayward Gallery, creating a secret woodland garden. Part garden, part artistic installation, the garden was designed to make the most of the open and covered spaces to give the impression of a dappled woodland with silver birch trees and trunks under-planted with woodland flowers such as ferns, foxgloves, lady's mantle, euphorbia and wood anemones. The Eden horticulture team again designed and managed the installation working with staff and volunteers from recovery and mental wellbeing group Grounded Ecotherapy.





## **Memorable experiences**

Eden's interpretation programme; comprising of live events, permanent exhibits and temporary exhibitions, annually delivers a fresh and innovative experience that appeals to the diverse Eden audience giving them multiple ways to be inspired by the Eden narrative and a reason to visit time and time again.

# Events

As a charity with a wide profile of visitors we aim to get our message across in every way we can, using events and entertainment to create a new experience at every visit.

2013  
APR

## Tourist industry 'Experience Eden' event

This event for local hotels, holiday parks and tourist information centres, who promote us to holidaymakers, gave a fantastic opportunity to see us at our best. We hosted a drinks reception on arrival and gave a welcome talk to guests before they visited workshops including an overview of our seasonal programme, a presentation on the first phase of our new Rainforest Canopy Walkway, a cupcake decorating workshop and horticultural highlights showing the range of plants and what looks best at what time of year. Experience Eden provides a chance to get the message of what's coming up to the tourist market and also to say thank you to our colleagues in the local hotels, holiday parks and tourist information centres for their support.

## Electric Bike Show

An electric bike show was hosted in April to give visitors the chance to test out the latest trend in cycling. The event showcased some of the best new bikes designed to give cyclists an extra boost when pedalling, perfect for tackling the hills and inclines of Cornwall. Twelve companies showed off their electric assisted bike ranges, including local firm Ocean Cycle from Torpoint and Falmouth-based ICE trikes, whose recumbent bikes allow the rider to cycle in a reclined, comfortable position. Visitors had the opportunity to test ride the bikes each day during the five-day show.

## Freaky Nature with Food

During the Easter school holidays, as part of our Eden Live seasonal events programme, we held our Freaky Nature event. This year we explored the freaky side of food, where it comes from and, of course, where plants come in. Visitors discovered how plants eat, how plants avoid being eaten themselves, explored the food cycle and took part in some freaky experiments. Activities included: Freaky Golf, where visitors learnt the ins and outs of the food cycle whilst practising their crazy golfing skills, Designer Life, where they were invited to build a 'super-plant' choosing plant skills they had discovered on the Freaky Trail, and Welcome to the Dark Side, where they found out more about deadly, delightful, prickly plants. Big it Up returned too, with mega-microscopes that gave a different close-up lens on plants, seeds and microbes. There was also storytelling in the Citrus Grove, a Fabulously Freaky Science Show, Shadow Play and a Bug Boutique. The food offer brought tasty treats served up in our Freaky Diner.

*"Good few hours fun for all the family, and educational"*

2013  
MAY

## Freaky Nature with Bugs

During May half term, we brought back Freaky Nature with a creepy-crawly twist: 'Freaky Nature with Bugs' featured a whole host of fun activities, all relating to bugs and why they're important in nature. Amongst the star attractions was the Bug Buffet, where visitors were invited to sample some delicious bugs.

There were bug presentations from Newquay Zoo and 'Mark's Ark', where visitors found out about all kinds of bugs and even got to handle some. Other activities included Crazy Golf in the Orchard, workshops where kids made their own bug head dress and deely-bopper, the Velcro wall, an ant hunt around the Rainforest Biome, Bug it Up and the Bug Boutique. The Core hosted a workshop for older children and adults, painting insects for an art installation on the new Rainforest Canopy Walkway.

*"It gets the children involved and removes the mystery about creepy crawlies"*

## Start initiative Tour d'Eden

More than 50 cyclists rode their bikes through the Eden Project on May 6 for the first ever Tour d'Eden cycle parade. The event attracted all manner of cyclists, from families to serious riders from some of Cornwall's premier clubs, including One and All Cycling from Bissoe and Falmouth Wheelers. Many riders use the picturesque clay trails on their way to and from Bodelva. Eden Project, Wheal Martyn, Sustrans and a variety of local businesses, agencies and community members have come together to form the Clay Trails Partnership to make sure that the trails are available to cyclists, walkers and horse-riders alike.

The Tour d'Eden was part of Start UK's Be the Start campaign. Taking place throughout May, the campaign helped people find out about all the different, simple ways people can live a more sustainable lifestyle and be the start of the better, more sustainable future we all want.

2013  
JUN

## Dogs welcomed

Approximately 1 million dogs come on holiday to Cornwall with their owners. Following a successful pilot weekend in May, from June we opened up our Outer Estate and Outdoor Biome on an ongoing basis, to well-behaved dogs on leads, in an aim to attract these visitors.

*"We are staying in Cornwall for 2 weeks and because we have Poppy with us, David was going to visit Eden alone but the Dog Weekend meant we could all come along. It's nice to be able to share our experience of Eden with Poppy, she's only young so this helps her get used to people. We would like to see this happen more regularly"*

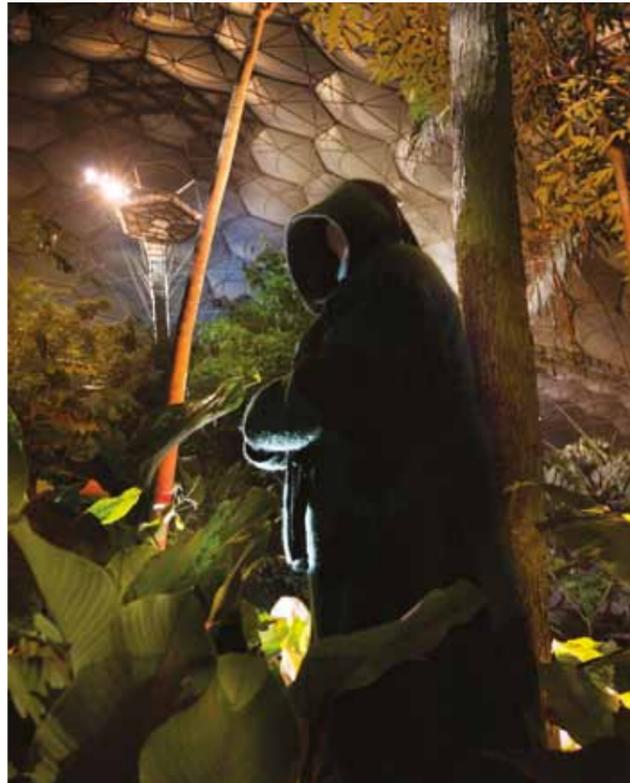
## Sessions

In 2013 over 33,000 people came to watch Eden Sessions. Four of the six gigs were sell-outs. It was the most successful year for the Eden Sessions ever, with a higher number of tickets sold per gig than any previous season and numerous positive reviews. Comedian Eddie Izzard kicked off the proceedings and over the following six weeks the Eden Project welcomed another four acts playing five gigs. These included Kaiser Chiefs with support from Tom Tom Club and Deap Vally, Sigur Rós plus Daughter and Willy Mason, The XX plus CHIC, featuring Nile Rodgers. Finally Jessie J plus A\*M\*E played two sessions to close the Sessions for 2013.

Each year Sessions contribute valuable income, whilst attracting thousands to Eden who might not otherwise visit. 58% of those attendees who responded to a post session survey said 'they probably or definitely would not have visited Eden this summer if it wasn't for the Sessions'.

2013 also saw the launch of Eden Sessions TV, a dedicated free-to-view online channel featuring regularly-updated videos of some of the gigs' finest shows. The channel also live-streamed the second night of Jessie J's sold-out double-header and has already had more than a million views since its launch.

2013  
JUL



## Events

### Visit by Surfers not Street Children

In July Eden met with some incredible surfers: a group of former street children from Durban, South Africa, who've turned their lives around through the high adrenaline sport.

Thanks to the Amos Trust and Surfers Against Sewage, the three young men got to tour the UK – and surf its waves – to raise awareness of the advocacy group Surfers Not Street Children, which promotes surfing as a way to build self-confidence and self-esteem.

Twenty-four-year-old Lucky Nozasali, who gave talks at schools and festivals during the trip, was himself living on the street before he got involved in the local Umthombo programme. He explains that he essentially gave up one addiction (glue sniffing) for another (surfing)!

His real break in life came when he was out surfing one day and rescued a tourist from drowning. It was this act of heroism that led local lifeguards to offer to train him and others at Umthombo.

### Butterflies in the Rainforest Biome

Butterflies became our 'pin-up' pollinator to enhance the story of pollination to our visitors throughout the summer.

In the summer, along with the first phase of the Rainforest Canopy Walkway, the Rainforest Biome welcomed a new and stunning butterfly experience. We introduced 22 different species of tropical butterfly including the beautiful Blue Morpho and the Emerald Swallowtail.

Our butterflies were sourced from sustainable butterfly farms around the world. This helps rainforest conservation and local economies. Local people can make more money breeding butterflies than growing cash crops, and so they protect the forest around them, safeguarding habitats for other species too.

2013  
AUG

Because we have the largest rainforest in captivity, our butterflies had plenty of room to fly, hide, sleep and eat, as they would in a wild rainforest. They fed on our flowering plant nectar, and also had access to feeding stations with fruit and sugar solutions, giving more opportunities for visitors to get up close to them. Our butterflies arrived as pupae and each one was painstakingly stuck onto a hatching rail by one of our two butterfly keepers. They were released into the Biome as they hatched. Some species of butterfly bred really well within our Rainforest Biome. Other species, in line with the usual protocol for butterfly collections, were introduced as single-sex adults to prevent their more voracious caterpillars from destroying our plant collections.

Butterflies are fabulous pollinators, and so this was a great way to see the forest brought to life and to educate our visitors about the interconnectivity of the web of life.

In support of the pollinator theme we also hosted an exhibition aimed at adults in the Core Building that linked through to produce in retail and hospitality. We also created a pollination game across site for families that culminated in the bee "Waggle Dance" in the Mediterranean Biome, imitating the moves that bees make on returning to the hive to communicate where a food source is located.

### Den Building

In addition to butterflies and pollination activities the summer holiday period saw the return of the ever popular Den Challenge in the Eden arena where thousands of families built and played in dens.

# Events

2013

SEP

## Mine Closure Conference

Eden Project was proud to host Mine Closure 2013, focusing on how to improve the environmental and social outcomes when mining operations cease. The International Mine Closure conference series is in its eighth year and has attracted a wealth of industry experts from around the world presenting research findings, and sharing best practice around minimising the impacts of mine closure. Previously held in Australia, South Africa, Chile and Canada, this was the first time this prestigious event had been held in Europe. Cornwall's rich mining heritage, with its many different examples of post-mining regeneration, was a perfect location.

The focus was on mine closure and its socio-economic and environmental legacies, appealing specifically to engineers, reclamation specialists, community engagement practitioners, environmental scientists, mine managers and planners and economists.

Speakers included Bill Adams, Chief Advisor of Areas under Land Management at Rio Tinto, Aiden Davy, Deputy President of International Council on Mining and Metals, Sir Tim Smit, Co-founder of the Eden Project, and many more.

## Harvest Season and the Celebrity Chefs

Harvest season ran for a full five weeks this year. It kicked off at the start of the month with a week of top chefs giving demonstrations, answering questions and signing their books. These included Masterchef judge Monica Galetti, Masterchef winner Tim Anderson and Great British Bake Off 2012 winner John Whaite.

## Harvest Festival Chilli Week

Our Chilli Festival ran between 21-24 September. Together with chilli-cooking demos, there were fascinating talks by our friends at Peppers by Post, and sessions with our in house Narrator and Horticultural Teams.

## Harvest Festival Beer, Wine and Cider Week & Eden Beer Festival

Chillies gave way to hops, vines and apples. Beer, Wine and Cider Week ran from 28 September to 5 October. Visitors explored the stories behind beer, wine and cider with demos, talks, tastings and hands-on activities. The week culminated with the Eden Beer Festival on Saturday 5 October, delivered in partnership with St Austell Brewery.

## Harvest Festival Baobab Week

At our Baobab Festival visitors discovered more about the African super fruit that's six times richer in vitamin C than oranges, and also more about our work with PhytoTrade Africa.

Boabab week is part of Project Baobab, a campaign to raise awareness of this amazing superfruit. This is funded by the Food Retail Industry Challenge Fund (FRICH) which supports African farmers by bringing their produce to European markets and shoppers.

The baobab we use in our products at Eden, rich in vitamins and minerals, is sustainably harvested and bought from rural harvester groups in Malawi. In addition, money from every sale of baobab powder goes to our friends at PhytoTrade Africa, who help support rural harvesters and producers across southern Africa.

In 2012 fisherwoman Esther Kansaka switched from trading fish to trading baobab.

The fish trade barely kept the family from poverty but Esther and her husband were able to increase their income tenfold through the organic and sustainable trade in baobab fruit facilitated through TreeCrops – Malawi's baobab producer and member of PhytoTrade Africa.



## Eden Marathon

The Eden Marathon and Half Marathon were back for 2013 on Sunday 20 October.

The races have been very successful since their debut in 2009 thanks to the commitment, enthusiasm and passion of the Eden team and our partners at St Austell Running Club. The event returned with an even bigger programme this year, while retaining the unique atmosphere that makes the Eden Marathon and Half-Marathon so special.

## Halloweden

During October half-term visitors were treated to the Halloween Wishcraft tent with potions, creepy hollow, pumpkin carving, storytelling... and real owls, which alongside a range of Room on The Broom activities (wand making, mud monster, head dress and screenings), delighted all ages. The ticketed evening events, Little Monster's Ball and, for the older ones, Scream, brought in the crowds and the scary thrills.

2013

NOV

## Macmillan Christmas Fair

The annual Cornwall Macmillan Christmas Fair moved to its new home at the Eden Project. The move to Eden saw the fair raising £38,000 for Macmillan Cancer support, and an even wider selection of Christmas gifts. Each stall holder donated 15% of proceeds to the charity, with all funds staying within the county to be used for cancer support. Entry to Eden was free, with tickets to the fair starting at £7.50 per person. The 2014 Cornwall Macmillan fair will be held in the Eden Kitchen on Wednesday 12<sup>th</sup> and Thursday 13<sup>th</sup> November.

[www.cornwallmacmillanchristmasfair.co.uk](http://www.cornwallmacmillanchristmasfair.co.uk)

## Community weekends

Community Weekends were run as a "thank you" to supporters of Eden in various sectors of the local community. We invited hundreds of groups, from "Blue Light" (emergency services and hospitals) to education providers; horticulturalists to health and fitness Clubs. As a result, our numbers in normally quieter weekends were boosted and our profile raised amongst the community we are proud to be a part of. Plans are being made for wider reaching Community Weekend programmes for the coming season, with additional local groups being invited.

# Events

## Enchanted Eden and Father Christmas

In November the Dome tent was transformed from the Halloweden wish-craft tent to Father Christmas basecamp while the rest of site was set up for Christmas at Eden celebrations. Enchanted Eden opened on 23 November. and included Father Christmas with reindeer and trail, ice skating, community Christmas trees, lantern procession and fire sculpture (a massive Christmas tree) and firework finale. This year we re-introduced a series of workshops and exhibitions that underpinned the true meaning and gifts of Christmas: love, hope, time and music. Making Time workshops ran in the Bakery, the Love Rickshaw took couples to the Rainforest to put gifts of floating light onto the lake, a site wide Hope exhibition flagged up our projects, and choirs and band provided the music. Site wide lighting highlighted all these areas and created a visual link between them.

Visitors were able to visit Father Christmas and his real reindeer. The children began their magical experience by discovering his furry real reindeer pals and then followed our trail around Eden to collect all of the unique ingredients the elves need to make our special reindeer cubes, the food that makes them fly! These gifts were taken into the Dome Tent where the children met Father Christmas, an enchanting experience that delighted children and big kids alike.

13,301 tickets were sold for Father Christmas in 2013. Visitors numbers on the two days before Christmas in 2013 were triple that in 2006 due to the Father Christmas experience.

2013  
DEC

## Ice skating

From mid-October to the end of February we welcomed more than 40,000 skaters to our magical ice rink. The ice rink is fun, social, and uplifting in the cold, dark winter months. Over 28% of those who visited us during this period took to the ice. Sessions were held for all ages and abilities, including toddlers, teenagers and pensioners in wheelchairs.

We constantly monitor energy consumption and work on improving our efficiency every day. We insulate around the pipes and under the ice. This year we reduced the electricity consumption of the ice rink by 27% as a result of preventative maintenance performed on the compressors.

2014  
JAN

*"It's the first time we have got Dad off his Blackberry all holiday."*

## Dog's Day Out

Famous explorer and former Royal Marine, Monty Halls and his best pal Reuben were the stars at Eden Project's first-ever Dogs' Day Out, a day dedicated to the delights of the canine world.

An obedience display by some of the best-trained dogs in Britain was given by Bodmin Dog Training. There was also the chance to meet specialist dogs and handlers who work for the emergency services.

Monty Halls judged a fun dog show and proud pooches competed in a variety of different categories, including best puppy, best veteran, best-looking male and female and the scruffiest scruff.

We also welcomed Pets As Therapy, a national charity that provides therapeutic visits to hospitals, hospices, nursing and care homes, special needs schools and a variety of other venues by volunteers with their own friendly dogs and cats.

2014  
FEB

## Freaky Nature – Seeds

Freaky Nature returned, focusing on seeds and seed dispersal. This seasonal event ran in the Core building for the first time with four main activities comprising the ever-popular Big it Up with giant microscopes, Seed Bombs where people made seed bombs to fire at targets whilst learning about seed dispersal, Angry Burdocks showing the sticky side of seed dispersal and Freaky Flyers, a workshop activity making and testing flying seeds. The event helped to breathe life into the Core at this wintery time of year.

2014  
MAR

## World Pasty Championships

This year brought our third annual world pasty championships, the Oggy Oscars. The event also celebrated Eden's extra-ordinary new pasty and showcased some of the suppliers that help make it such a good, local bite.

There was music, storytelling, pasty-making demonstrations and workshops, even a pasty forum where visitors discussed the cultural importance of the pasty and side crimping vs top crimping. Above all, there was the pasty itself and a bewildering range of flavour combinations. The winners were Terry O'Connor from Watford (Cornish Pasty Amateur), David Timmins from Bugle (Cornish Pasty Professional), West Cornwall Pasty Co. (Cornish Pasty Company) and Simon Cornish from Launceston (Cornish Pasty Junior).

## Charity Begins in Cornwall

The Eden Project encouraged people in Cornwall to support their local charities with the new "Charity begins in Cornwall" campaign. At the beginning of March, a number of small Cornish charities were invited to Eden to promote their work and raise awareness of their causes to thousands of Eden visitors. Thanks to a partnership of Local Giving, Eden Project and the Cornwall Community Foundation, for a limited time, donations made to these charities through Localgiving.com were doubled pound for pound.

29,845

visitors attended Freaky Nature with Bugs over nine days

95%

of visitors surveyed thought that the educational value of the summer activities was excellent or good

775

people attended the Eden Beer Festival

95%

visitors rated the Enchanted Eden experience as excellent or good with 84% saying they would return

## Exhibits and new capital developments

Eden has 61 plant-based permanent exhibits (eg. coffee in the Rainforest Biome) where plants, art, artefact and signage work hand in hand to bring the stories that underpin our charity to life. There are also around 12 large buildings-based exhibits (eg. Plant Takeaway in the Visitor Centre) which are not directly associated with the plantings, and many installations which interpret our hospitality and retail venues. Every year these exhibits, exhibitions and installations are all lovingly repaired, refurbished and in some cases replaced. This year the giant bee had major repairs as did the driftwood horse that had lost his nose! Individually these are not in themselves big stories. They all, however, play their role as pieces of the big picture.

The exhibits and exhibitions use true stories to communicate their message. Story is a powerful means of captivating, providing insight, testing moral choices, painting possible futures, challenging and holding a mirror up in a way that is acceptable – personal and impersonal at the same time. Unless a culture has strong stories it loses its direction. Eden aspires to be a place where the stories of our future are created and told – the Aesop's Fables of the 21<sup>st</sup> century. The exhibits are designed to work along with the plants, art, and signage conveying the story and are further brought to life by our team of narrators who animate the Biomes.

The way we approach exhibits is through emotional engagement - going for the heart as well as the head.



### Rainforest Canopy Walkway

This year we saw the first phase of the Rainforest Canopy Walkway construction.

Phase one, completed for summer 2013, comprised two fully accessible aerial walkways over the canopy of West African rainforest, new accessible timbered walkways up to these aerial parts and a refurbished cool room. The interpretation included several components:

- The Baka Camp gives an introduction from indigenous people (BAKA of West Africa) through interpreted huts and soundscape. We started the story here because effective rainforest conservation projects are those which work with the local people.
- The visitor then comes across the Canopy Camp, high on the Walkway above the Baka camp. Here they find an introduction from canopy scientists and a summary of why rainforests are important to our survival keeping us fed, watered and cool. Their vast biodiversity provides resources: foods, fuels, medicines, materials, inspiration and Services: climate control (regulating the earth's climate), water recycling, and CO<sub>2</sub> absorption.
- Along the Walkway, visitors discover tales from the towering trees that grow all around them.

- The Walkway leads onto the Nest Platform. From here visitors can pause and look out over the canopy and also look up at Nature's design workshop represented as a stunning biodiversity chandelier showing nature's shapes, colours and forms and how plants are fit for function. That is, their designs enable them to eat, drink, protect themselves and reproduce – all without moving.
- As visitors come down off the Walkway they can find a summary of why rainforests are important and what you can do to save them:
  - Share what you have discovered
  - Use your wallet as your weapon and buy rainforest friendly products
  - Support organisations working to make a difference
  - Live lightly, understanding that you are part of the web of life and what you do to the web you do to yourself

The desired outcome is a mandate for action. Each year about 200,000 people (from a wide demographic) will engage with the story and the importance of the rainforest, fuelling the desire to care and take action to look after the forests that look after them.

### Supporters and team

The first phase of the Walkway has been made possible thanks to the generous support of a number of educational and scientific foundations and individuals, including the Garfield Weston Foundation, The Wolfson Foundation, and donors to the Eddie George Memorial Appeal, as well as donations from Eden visitors and Eden Friends. Thank you!

The Walkway design and project team (Blue Forest in collaboration with Jerry Tate Architects, SKM, Buro Happold, Ward Williams Associates and EaseManage) has worked hand in hand with the Eden team to bring the project to life.

### Plans for phase two

Fundraising continues and plans for the second phase are already under way. The Weather Maker, which explores climate and makes weather, will take visitors further into the treetops. Funding permitting we will bring you more on this in next year's report.

# Exhibits and new capital developments

## The Rainforest Biome

In addition to the new exhibitions on the Walkway, the design team made a new market stall which tells the story of Panela, the raw, unrefined sugar used in Eden's Extra-ordinary Ice Cream. A new retaining wall was installed in Tropical Islands which tells the story of the sea shore and the volcanic nature of these islands. The attrition rate in this humid atmosphere meant that many other exhibits in the Biome were refurbished, but made it possible to bring the latest stories to the visitor. The beautiful art installation by El Anatsui was refurbished and set further back from the path in West Africa. The latest exhibit to be installed in the Rainforest is the Rubber exhibit sponsored by Sky Rainforest Rescue. The exhibit comprises a rubber plantation of real trees, wild rubber inspired games, crates full of products and an interpretation hub that tells the story of a family in Acre, Brazil who are tapping wild rubber, giving them a livelihood and leaving the forest standing around them.

## Play on site

This year several play components were installed across site. These included play tractors in the Crops That Feed the World exhibit, play logs and seats, a new wooden and metal xylophone and smaller items such as dominoes made from the recycled oak platters from the Bakery, hopscotches in the Visitor Centre and giant pencils which act as banisters up the log walk in Paper exhibit.

## Mediterranean Terrace Restaurant

Based on the success of last season's experiment to prepare and cook authentic artisan pizza and paella in our Mediterranean Biome, Eden opened a bespoke and exciting new restaurant at the end of March. Where else in Cornwall or perhaps even in the UK can you experience a Mediterranean climate all year round, sit comfortably amongst the plants and enjoy the sights and aromas of freshly prepared food of the Mediterranean region (with a Cornish twist)?

A well equipped kitchen offers our customers an immersive Mediterranean experience – sitting amongst the sights and aroma of the climate's culinary plants, our chefs deliver a menu created from the herbs, fruits and vegetables which can be seen growing from the Terrace restaurant. The menu is typical of those based around the staples of Pizza, Pasta and Cornish Seafood Paella, plus chargrilled vegetables, grilled fish, deep fried calamari and a multitude of olives and antipasti.



# Awards

## Best UK Leisure Attraction British Travel Awards

In November Eden Project was awarded the Best UK Leisure Attraction at the British Travel Awards for the third year running. This year more than one million votes were cast by consumers to determine the winners of the coveted British Travel Awards – making it the largest awards programme in the UK. The British Travel Awards is an independent organisation, audited by leading global accountancy practitioners Deloitte. The BTAs are the only travel industry accolades voted for exclusively by the travelling public.

## Garden of the Year and Family Fun Day Out Cornwall Tourism Awards

Following on from the British Travel Award, Eden Project won joint-gold in the Garden of the Year and gold in the Family Fun Day Out categories at this year's Cornwall Tourism Awards.

Judging is carried out by an independent panel of past winners, industry leaders and experts in their field, selected for their impartiality, experience and suitability for each category. In the Garden of the Year category, Eden shared the gold medal with Trebah Garden in Mawnan Smith. The judges in this category commented: "Amazing premises and ethos. Eden deserves to be rewarded for its hard work and dedication." In the Family Fun Day Out category, the judges commented: "The addition of the Core and the SkyWire make the Eden Project a complete, full day out... the right amount of interest and activity for one day."



## Working together

Eden Project was initially a response to our disconnection with nature. Today it is also a provocation to do things differently. We work with like-minded leaders in other fields to extend our reach.

## Eden outreach

*"Wouldn't it be great if in every street in the UK, people sat down together and got to know all the good people who live near them? Where small talk leads to big talk, and conversations inspire action. Once they've got it, they will want to do it again because it feels good to be part of a community. It's an idea that is in the hearts of everyone naturally. I'm hoping this is something we can put into the annual calendar well into the future"*

Founding Director Tim Smit KBE

### Big Lunch

The Big Lunch is a one day get-together for neighbours – an idea from the Eden Project, funded by The Big Lottery Fund and partnered by Asda, Halifax and 'Streetclub' by B&Q – encouraging people across the UK to come together for a few hours of food, friendship and fun.

The initiative aims to create stronger, friendlier communities in which people start to share things, from conversation and ideas to skills and resources. Since starting in 2009, thousands of events have taken place on the first Sunday in June each year, with a staggering 8.5 million people participating in the Queen's Diamond Jubilee Year, 2012.

In 2013, 3.65 million people across the UK took part in the 5th annual Big Lunch, with 79% of people reporting a stronger sense of community following their events, 84% saying they met new people as a result, and a whopping 90% reporting it brings different generations together. At a Big Lunch small talk often leads to big talk, and together people start to tackle local issues.

The overarching aim of the campaign during 2013 was to raise general awareness of The Big Lunch across the UK and to encourage individuals to register for their free organisers' pack and to organise an event in their own community. This was achieved through an autumn calendar of events, targeted digital campaigns and implementation of a Social Marketing strategy, which utilised the power, trust and reach of partner organisations to promote The Big Lunch initiative.

The national and regional PR activation from late February to early June 2013 maximised the awareness of The Big Lunch campaign, promoting local case studies, community impact

research and the ease of applying for a free pack.

Later in April, the Big Lunch Community Awards were launched to celebrate the inspiring stories of Big Lunch organisers over the last 5 years of the campaign. A ceremony took place at Clarence House, hosted by The Big Lunch patron HRH the Duchess of Cornwall, who was joined by Barbara Windsor. The five finalists, two from England and one each from Scotland, Wales and Northern Ireland, were selected from hundreds of applicants across the UK.

### Hampton Court

In June Eden was part of the Royal Horticultural Society Hampton Court Palace Flower Show, co-creating with them 'The Butterfly Dome with Eden'. The Horticulture team's 25m diameter, 9m high re-creation of our Rainforest Biome, which housed the UK's largest butterfly collection, was spectacular and received a lot of press coverage. Visitors, including HRH the Duchess of Cornwall, Sophie, Countess of Wessex, and actress Emilia Fox, marvelled at the stunning horticulture as they were plunged into the heart of a steamy jungle on an elevated walkway surrounded by tropical palms, trees, climbers and orchids. While exploring this rich, diverse habitat, people were able to spot the magnificent shapes and colours of 3,000 tropical butterflies, including some unusual varieties such as the Blue Morpho and Owl butterflies. There was the chance to see the butterflies sipping from nectar plants and feeding stations throughout the garden.



3.65m

people took part in the 5<sup>th</sup> annual Big Lunch

82%

of participants say they feel closer to their neighbours after The Big Lunch



## New partnerships

### Exeter University

A memorandum of understanding between Eden and Exeter University was signed in 2013 outlining an intention to work closely together. As part of Eden's ambition to become more of 'a permeable membrane' between cutting edge research and public interpretation, joint plans are developing to bring scientific content to the public in new and novel ways and also to develop new methods for evaluating the effects of these on our visitors.

### Wellcome Trust

In autumn 2013, Eden was awarded a £250,000 Society Award from the Wellcome Trust to bring to life an aspect of 'Health in a Changing World.' This forms the first phase in the 'Invisible Worlds' project. The Human Microbiome chapter will see a new permanent exhibit in the Core Building telling the story of the microbes that live in and on the human body, how they have co-evolved with us and how they facilitate some of the essential day-to-day functions that are needed in order to survive. An internal project team has been recruited, along with an international advisory group comprising some of the leading researchers and artists working in the field. The exhibition will launch to the public April 2015 with an associated programme of events and activities.

### Sky Rainforest Rescue

The new Wild Rubber exhibit in the Rainforest Biome (described on page 32) has been made possible thanks to a new partnership with Sky Rainforest Rescue (SRR). Sky Rainforest Rescue is a three year project between Sky and WWF to help save one billion trees in the state of Acre, northwest Brazil. Sky and WWF are working with the Acre state government and local communities to make the trees worth more alive than dead, offering incentives for the sustainable use of the forest, working to increase market opportunities for sustainable produce from the forest, like rubber and monitoring deforestation.

The new exhibit at Eden will raise awareness with visitors in Cornwall and the UK of the important work Sky Rainforest Rescue delivers to help even more local people in the Amazon to find ways to make a living without the need to cut down the trees.

### YHA

For the YHA and the Eden Project (two charities that share a similar vision and ambition) to be working together is a natural partnership. We are joining forces to provide an opportunity for exciting, affordable accommodation at Eden. The proposal is to install and service a 62-room temporary Snoozebox YHA Hostel on our outer estate, with ancillary support units, with planning permission for two years to run as a YHA Youth Hostel.

Snoozebox is a container accommodation concept using standard shipping containers. The company have provided such accommodation at a number of locations including Silverstone and Thorpe Park. The units are described as being like a ship's cabin. They have an inherent sustainability, and economise on use of energy and water, with heating provided by air source heat pumps. The containers are re-sited as needed and the ones at Eden were previously at Thorpe Park. The YHA facility would also be supported by additional Eden-related activities and Eden's existing education programme, providing a much-needed opportunity to offer accommodation on site for education visits. The planning application is for two years whilst Eden looks at various accommodation options on the wider Eden site, including the permanent siting of a YHA hostel elsewhere on site.

### Big Lunch Extras

Eden works with neighbourhoods and communities nationwide to strengthen people's confidence and their connections with each other. Bringing together the talents and skills of many different people can have a transformative effect on our societies. We believe this builds resilient communities better placed to tackle the challenges ahead and our Big Lunch Extras programme, funded by the Big Lottery Fund and Halifax, supports this core aim.

Big Lunch Extras looks to build on the success of the Big Lunch and take the positive impacts seen in communities to the next level. Capitalising on the enthusiasm and community spirit experienced through Big Lunch events, we are engaging with individuals all over the UK who wish to be part of creating positive change within their communities so we can help make more good things happen.

Big Lunch Extras is working with 900 people from right across

the UK. Participants take part in a series of events including creative camps hosted here at the Eden Project where they can take part in interactive workshops, seminars, surgeries, training and networking sessions, and also regional workshops throughout the country. All of this helps to set them up with the knowledge and confidence they need to tackle the issues in their community that matter most to them. As part of this we'll be working alongside lots of community-related organisations as delivery partners to make sure that participants know about the kind of support and information that exists already, and how to access it.

So far Big Lunch Extras has worked with 324 individuals from right across the UK who have attended a community camp at Eden. The camps provide a chance to network with people who are working in their own communities to make positive things happen and the events help increase confidence and inspire

new ideas to those who attend. Of those that attended in 2013, 96% felt that Big Lunch Extras had helped improve their confidence and 84% said the programme had helped them start something new or advance an existing project within their community with examples including a bicycle scheme, building a labyrinth and developing a community garden.

Paul, a Big Lunch Extras participant from Manchester, said this: "Without going on the Big Lunch Extras event I don't think I'd have the confidence to do any of the things I'm doing. I've got a new job, I won 'Neighbour of the Year' and so on. Being able to use the Eden, Big Lunch and Big Lunch Extras name is also incredibly helpful too in providing leverage with all the people I interact with from councillors, to businessmen etc." The Big Lunch Extras team will be working with 900 individuals across the UK between now and the end of December 2015. To find out more visit [www.biglunchextras.com](http://www.biglunchextras.com)

# New partnerships

## St Austell Brewery

In 2013 Eden Project teamed up with St Austell Brewery. To celebrate the far-reaching new partnership agreement, a distinctive new craft beer was created. Eden Pale Ale, a 4.8% Cornish golden draught beer, is spiced with a hint of saffron and alecost, a natural herb that was used to flavour beers in the 16th century and which is grown at Eden by the side of the world-famous Biomes. The three-year sponsorship deal means that St Austell Brewery will have exclusive pouring rights on the Eden site at Bodelva. Joint marketing plans across a wide-range of activities are being developed. An Eden-branded ale will also be launched to be sold in the Eden shop and also through St Austell Brewery distributors.

## Asus

In March 2014, computer company ASUS was announced as the first ever headline sponsor for the annual series of Eden Sessions concerts, which take place each summer. ASUS is a leading manufacturer of notebook computers, motherboards, tablets and many of the components that drive modern technology. They have worked hard to deliver industry-leading audio capabilities in their devices, making them a good fit for the Eden Sessions.

In 2002, Green ASUS was introduced, committing the company to developing technology that reduces our impact on the environment. ASUS has become renowned for its inspired use of biodegradable materials such as leather and bamboo.

## Planet First

In 2013 Eden partnered with Planet First to create the Planet Mark, a new certification that is helping organisations of all sizes improve their sustainability performance. Planet Mark will bring sustainability into the centre of organisations, helping each one to reduce energy costs, engage employees and win business.

Planet First delivers the Planet Mark certification with ongoing support for each client, to help measure and monitor their performance and encourage employees, customers and stakeholders into sustainable action.

Each organisation that signs up automatically supports the work of the Eden Project with 10% of fees going to the Eden Trust for sustainability education projects. In return, businesses receive the Eden Project branded Planet Mark to add to their marketing communications.

## Panasonic UK

The Eden Project and Panasonic UK have been exploring ways of working together for mutual benefit – from energy saving projects to business-to-business solutions and close links through Green Foundation to help shape their Talent for Tomorrow Programme - to help Panasonic bring some of their far-reaching sustainability ambitions to fruition.

## Anglia Ruskin University

Higher education can have a crucial role in shaping students into catalysts for change. In April the Eden Project teamed up with two like-minded organisations, the Global Sustainability Institute at Anglia Ruskin University and Change Agents UK, to launch a new MSc Masters course, called 'Sustainability: Working for Positive Change'. The course has been designed to provide graduates with the knowledge, skills and abilities to inspire and effect change towards sustainable living. Masters students go on a unique learning journey at Eden Project and in Cambridge, preparing them to become successful change agents within the world.

## BRE

In October Greg Barker, Minister for Energy, announced that the Building Research Establishment (BRE) National Solar Centre will be locating its offices and solar test site on the Eden site.

The BRE is the largest charity in the UK dedicated to research and education in the built environment. The National Solar Centre aims to develop the Photovoltaics sector market and provide the best practice and training in PV installation. The PV testing site will take over an area of brownfield land on the site's perimeter, whilst the National Solar Centre offices will move into the Foundation Building. They are a welcome addition here at Eden.

## Cornwall Sustainable Building Trust

The Cornwall Sustainable Building Trust will shortly be building their Green Build Hub at the Eden Project. This is a building designed as a test bed for sustainable construction, including replaceable wall sections, living roof panels and numerous renewable energy installations, all of which they will be monitoring and displaying to the public. It will be sited at Eden on land adjacent to the Waste Neutral compound and opposite Strawberry car park.

The Green Build Hub provides an opportunity to showcase a whole range of sustainable building techniques and materials to those working in construction and the general public. It will also serve as an ongoing training course, so that people can learn to work with the latest products as they are incorporated into the build.

The project will be delivered as part of a broader initiative to establish the St. Austell area of Mid-Cornwall as a centre of expertise in the environmental technologies sector and other businesses which are looking to make the transition into the green economy.

The project has received the necessary funding and is due to start on site this summer.

All of the projects, events, activities and new developments over the last year have been made possible thanks to the generous support of our Friends, supporters, donors and visitors. From individual donors and Friends, to trusts and foundations and corporate partners, we could not continue to provide the inspirational experience we do without all of the support we receive. Thank you. To find out more and get involved visit [www.edenproject.com/support-us](http://www.edenproject.com/support-us)



## Sustainability

Sustainability, or the ability of the human race to sustain itself now and for those that come after us, is at the heart of everything we do at Eden. Through our exhibits, educational programmes and projects, we hope to open minds to the need to nurture and work with our environment and each other to develop relationships that support and nourish us. We are conscious of the need to demonstrate by our own behaviour behind the scenes that it is possible to find the middle area, the sweet spot, where financial needs, social needs and needs of the environment can all be met.

# Environmental

By its nature as a clay pit, rain water and ground water naturally collect at the heart of our site. Without a method of dealing with this we would soon be swamped. When the site was originally developed, a 25m deep water storage tank was incorporated under ground near the Arena. This is used to store rain and ground water. Excess is pumped up out of the tank to three former clay tanks adjacent to the Energy Centre where it is stored, until it is needed for plant irrigation or toilet flushing. When the level of water in the underground tank is high, excess is pumped to a lake behind the Core Building. This intricate system of water management relies on the use of electric pumps. There is a relationship therefore between electricity usage and the amount of rainfall. On the positive side, we only use mains water when essential, for instance for hand washing and food preparation, and use our ready supply of 'grey' water whenever possible.

We use hot water to heat our Biomes and some other buildings on site. A massive sealed pipe containing water heated by three efficient gas condensing boilers circles the site mostly concealed underground. Large air handling units, situated at a number of points along the sides of the biomes, circulate air around the pipe and heat is exchanged between the water in the pipe and the air entering the Biome. Environmental monitors within the Biomes measure temperature and humidity. All the equipment and environmental monitors are attached to a sophisticated Building Management System, or BMS, that controls the firing up of the gas boilers to heat the water in the pipe and the transfer of heated air into the Biomes. Using the BMS system we are able to be as efficient as possible with the use of energy to provide the essential environment that will guarantee the healthy growth of plants.

We are pleased to say that this year we have reduced our carbon emissions on energy used for electricity and heating by 14% from 2012-2013. Overall our total carbon footprint has reduced by 12% from last year and by 32% compared to our base line year 2007-2008.

This year a number of initiatives have impacted our carbon footprint.

## LED lighting

The original Core high level lighting was provided by metal halide luminaires, using reflectors to radiate light onto the ground floor exhibit space. Our team of in-house technicians recently replaced these fittings with the latest generation LED projector lamps over several evenings. These consume considerably less electricity to provide the same amount of light. This is estimated to save about £3,380 p.a. based on current energy prices.

An added benefit is that the new fittings run much cooler, and have a significantly longer lamp life. This reduces future maintenance costs, mindful that we are limited to working only after the site has closed to visitors and that the ceiling heights require specialist access equipment.

This gradual replacement of bulbs to LED has also included the new Mediterranean catering facility and will eventually include the Biome 'effect' lighting.

## Improvements in AHU's (Biome Air Handling Units)

The controller for the 33 Biome Air Handling Units has been fully integrated in BMS. More optimisations have been made to adjust fan speeds more efficiently with their inverters.

Our dedicated team of engineers refurbish and maintain all 33 AHUs and make constant mechanical & electrical improvements were necessary. Lagging has also been replaced on pipe work to further reduce heat losses.

## Improvements in BMS

BMS has further been optimised for site wide control of heating systems to be more efficient. We have extended it to include the Visitor Centre, which is now fully automatic, with BMS controlling all duct heating, floor fans, underfloor heating, the hot water system and all ceiling air curtains.

We have installed more site controls and are about to install two new BMS control panels, replacing older unreliable units. A new BMS pump control panel was installed near the Arena to control two new pumps taking water from our underground storage tank, enabling water to be pumped faster to the lake, reducing the risk of flooding in lower areas.

The system also now compensates for the outside temperature to optimise boiler flow temperatures efficiently.

## Improvements in water system

Recent improvements in our ability to monitor our water flow in detail around site have enabled us to pinpoint quickly the location of suspected water leaks and make more rapid repairs. This in turn has led to us minimising mains water losses.

## Mediterranean Terrace Restaurant

We have in the past used bottled propane gas for temporary cooking facilities on site. In developing the new Mediterranean Terrace Restaurant, we have opted to install mains gas to improve the usability of the equipment that needed gas to function; to improve safety in use and to reduce operating costs.

Having a mains gas supply obviates the need for bottle storage on site and within the catering facility, removes the need for manual handling of heavy cylinders, makes change-over systems and back-up supplies unnecessary, and ultimately the catering equipment is safer to use as there are far fewer flexible hoses in use. It also means that the chefs are far less likely to run out of gas part way through their service!

In addition, the fire risk to the site is greatly improved, as there are no propane cylinders to cause an explosion. A mains gas supply is also much easier to control in terms of automatic or manual isolation, with connections to the fire alarm and local exhaust extraction systems to safely and quickly shut off the incoming gas supply if an issue arises.

Finally, the net cost of operating on mains gas is around a third of that compared with using propane.

For the same reasons we are considering all locations where we have historically used bottled gas with a view to converting all over to mains gas.

## Neter 30 Composter

We reduce, re-use and recycle our waste wherever possible (currently recycling 20 different waste streams at our Waste Neutral facility) and we reinvest by purchasing items that are made from recycled materials.

Our Neter 30 Composter takes all our food waste and over a period of months, working on the principle of aerobic digestion, converts it into a rich compost that can be used by our Horticulture team.

The composter has suffered from operational issues in the last eighteen months, resulting in Neter output having to be reprocessed or, occasionally, food waste having to be sent to landfill. Following a team restructure within Logistics, a new emphasis was placed upon the food composting process which has led to some significant process improvements. Faulty temperature monitors were rewired in November 2013 enabling accurate readings and control to be re-established. Management of the process was revitalised and up to date manual graphing of the parameters and weights of food processed was introduced enabling factors affecting Neter's efficiency to be more readily identified and processes modified. A longstanding intermittent electrical fault was finally isolated and, at relatively low cost, was recently replaced. There has been a 100% availability of the composter since.

# Environmental

## Electric Land Rover

As a result of the Electric Car Event held in 2012 Land Rover offered Eden a prototype electric version of the Land Rover Defender adapted to pull our Land Train, which is now transporting hundreds of visitors a day up and down the steep slopes of the pit. It proves that electric vehicles can be every bit as tough and rugged as their fossil fuel counterparts, while being much quieter, cheaper to run and with zero emissions at the point of use.

The Electric Defender has been engineered in-house by Land Rover to showcase the latest environmental technologies. The vehicle's Hill Descent Control is linked to a regenerative braking function, and overall up to 80 per cent of the car's kinetic energy can be recovered during each downhill trip, with up to 30kW being fed back into the battery. Land Rover's acclaimed Terrain Response system has been adapted for electric drive, offering a 50-mile range with a reserve of a further 12.5 miles. The vehicle has zero tailpipe emissions and costs only £2.50 in electricity to 'fill up'. It is

working well and a good example of public education in action.

## Electric bikes for staff use

As a result of the Electric Bike Show, Eden was gifted three electric bikes by A2B for staff to use around our hilly site or during their lunch breaks.

## Green travel information

The updating of the public green travel information board and web page information as well as related on-site exhibits is an on-going programme. This year a new cycle/walk-specific map was added opposite the cycle racks at Banana to incorporate the new addition to the Cornwall Velowest route that now links Eden with Plymouth and the Brittany route right down the French Atlantic coast to Bordeaux. See [www.velodysey.com](http://www.velodysey.com)

## Geothermal

This year, with EGS Energy, we continue our work on funding for a deep geothermal power plant on our site, producing enough electricity and heat for ourselves and power for around 4000 households. With the backing of the LEP and the Council, we are optimistic that the next round of European Funding for Cornwall will contain significant provision for geothermal development. Unlike other renewables, geothermal provides 24/7 power on a very small surface footprint, and could provide 20% of the UK's electricity needs.

## Accreditation

At Eden Project we believe it is not enough to say we are sustainable – we need also to demonstrate it through achieving accreditations. An accreditation shows that our results have been verified by an independent third party. It shows we have set ourselves a benchmark and we are striving to continually improve on it. We hope it also sets an example for others to follow.

## Planet Mark

Having partnered with Planet First to introduce the Planet Mark certification, Eden Project led by example to achieve our own certification and in February were awarded our certificate for 2012-2013. We worked with Planet First to undertake our own environmental performance audit across all of our operations to measure carbon, energy, water and waste use. We expect to be able to renew our certificate for 2013-2014 shortly in light of our positive performance in further reducing our carbon footprint.

## Social Enterprise Mark

The Eden Project is not only a charity, but a social enterprise.

So while the physical infrastructure of our site (the buildings and Biomes etc) was paid for by grant money – the biggest contributors being Millennium Commission and European economic regeneration funds – its maintenance and all our running costs have to be covered by earned income.

Because we're a social enterprise, we exist to reinvest our profits into the charity's educational projects.

Just like conventional companies, social enterprises compete to deliver goods and services, but social and environmental purposes are at the heart of what they do, and the profits they make are reinvested towards achieving these.

There are social enterprises in almost every industry in the UK, from health and social care to renewable energy, from retail to recycling, from employment to sport, from housing to education. Household names include The Big Issue and The Phone Co-op, Divine Chocolate and Café Direct.

In November 2007 Eden became one of the first to be awarded the Social Enterprise Mark, the nationally recognised award which differentiates businesses as genuine social enterprises from private sector competition, through a robust independent assessment process. In 2013-14 we were again awarded Social Enterprise Mark status.



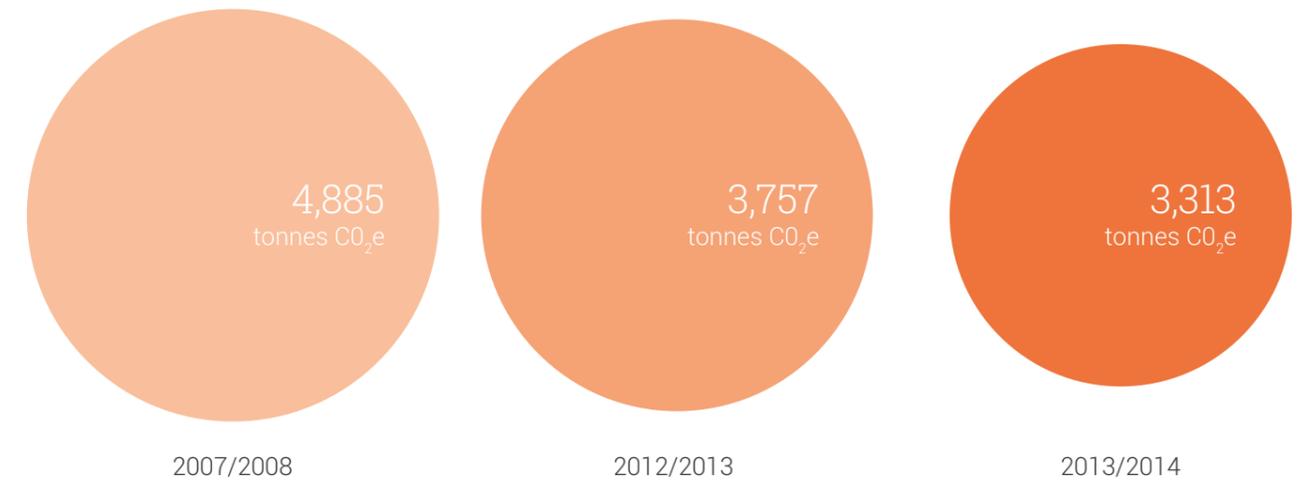
# Environmental

## Carbon footprint

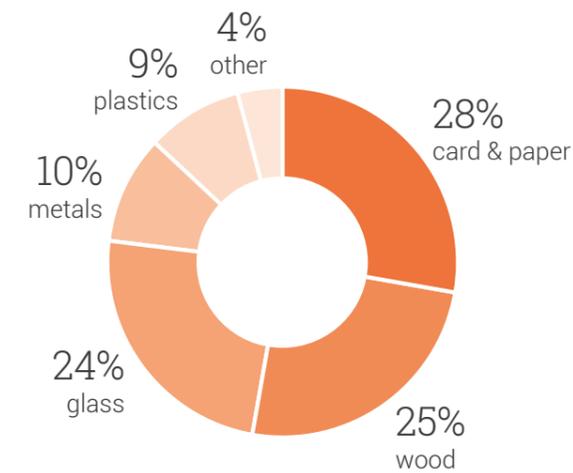
Our carbon footprint has been calculated for 2013/2014 and includes CO<sub>2</sub>e emissions attributable to our use of power and water, generation of waste, use of transport fuels, and transport by car, bus and plane.

Source	2013/2014		2012/2013		2007/2008	
	Units	CO <sub>2</sub> e (t)	Units	CO <sub>2</sub> e (t)	Units	CO <sub>2</sub> e (t)
<b>Energy for electricity and heating</b>						
Electricity (kWh)	4,027,676.0	1,794.2	4,764,421.0	2191.7	5,102,640.0	2,740.2
Gas (kWh)	5,313,888.0	978.0	5,671,168.0	1050.4	5,989,492.0	1,233.8
LPG (l)	121,746.0	181.8	128,053.0	196.3	21,294.6	32.2
Oil (l)	2,000.0	5.1	991.0	2.5	208,665.0	525.4
Woodchip (kWh)	33,650.0	0.0	286,000.0	0.0	0.0	0.0
Bottled Gas (l)	6,881.9	10.3	1,923.0	3.0	0.0	0.0
Renewable generation (kWh)	44,023.7	0.0	68,924.0	0.0	0.0	0.0
<b>Total</b>		<b>2,969.3</b>		<b>3,443.8</b>		<b>4,531.6</b>
<b>Fuel for transport at Eden</b>						
Diesel (l)	33,688.9	87.6	38,834.4	100.3	28,953.2	76.0
Petrol (l)	8,066.8	17.9	9,171.4	20.6	10,168.3	23.5
Biodiesel (l)	0.0	0.0	0.0	0.0	14,483.0	5.7
LPG (l)	17,511.0	26.1	18,719.0	28.7	0.0	0.0
<b>Total</b>		<b>131.6</b>		<b>149.6</b>		<b>137.4</b>
<b>Refrigerants</b>						
R134a (kg)	18.76	24.4	0.0040	5.3	0.0160	20.7
R404a (kg)	2.60	8.5	0.0040	12.4	0.0048	15.5
RA407c (kg)	0.00	0.0	0.0000	0.0	0.0213	34.1
R417a(kg)	10.00	23.0	0.0000	0.0	0.0000	0.0
<b>Total</b>		<b>55.9</b>		<b>17.7</b>		<b>70.3</b>
<b>Business Travel</b>						
Car (km)	214,822.0	40.9	218,812.5	42.6		
Flights (km)	411,335.2	56.4	273,311.0	35.4		
<b>Total</b>		<b>97.3</b>		<b>78.0</b>		<b>142.6</b>
<b>Water</b>						
Mains water supply (m3)	9,997.0	3.4	13,393.0	4.6		
Mains water treatment (m3)	9,997.0	7.1	13,393.0	9.5		
Grey water treatment (m3)	21,069.1	0.0	11,734.0	0.0		
<b>Total</b>		<b>10.5</b>		<b>14.1</b>		<b>3.3</b>
<b>Waste</b>						
Landfill (tonnes)	155.5	45.1	161.1	45.1	173.3	
Recycled (tonnes)	144.4	3.0	206.4	4.5	181.0	
Composted (tonnes)	25.0	0.2	5.7	0.0	27.0	
Incinerated (tonnes)	8.8	0.2	10.1	4.0		
<b>Total</b>	<b>333.8</b>	<b>48.4</b>	<b>383.3</b>	<b>53.6</b>	<b>381.3</b>	
<b>Total (tonnes CO<sub>2</sub>e)</b>		<b>3,313.0</b>		<b>3,756.8</b>		<b>4,885.2</b>

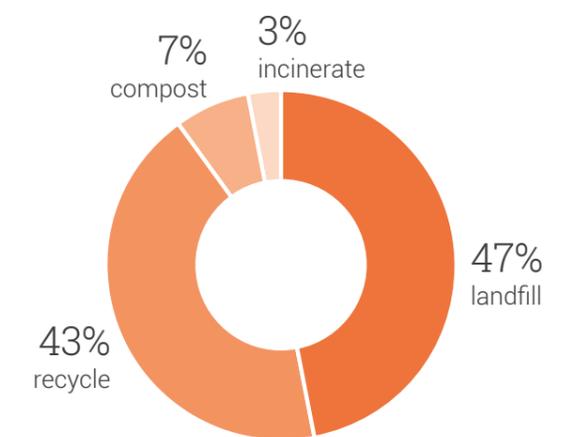
## Total carbon emissions by year



## Recycled materials by type



## Waste by disposal method



**12%**  
reduction in carbon emissions from 2012/2013

**32%**  
reduction in carbon emissions from 2007/2008 base year

**20**  
different waste streams recycled at our Waste Neutral facility

The carbon emissions calculation for 2013/2014 are based on Defra 2013 carbon emissions conversion factors for fuel combustion. Well to tank emissions were reported in 2012/13. These have been omitted for 2013/14 reporting in line with The Planet Mark's Code of Practice. 2012/2013 carbon emissions assertion has been restated for the purposes of comparison.

# Social

## Employees, development and recognition

2013/14 was a difficult financial year for Eden which sadly saw a large restructure that involved 68 redundancies. This was essential to ensure we remained lean but fit for the future and able to fulfil our charitable objectives. That said, there were many positive things the HR and Volunteer team were able to introduce and support through the year. 2014/15 will be a year for consolidating on this and building programmes to support and develop the Eden Team.

## Restructure

Two restructure programmes in February and October resulted in a total reduction of £2.2 million of fixed payroll overhead cost out of the business. 68 colleagues left Eden through a consulted redundancy programme, and there were a further 50 roles that were frozen or not filled following resignations. In addition, the seasonal recruitment programme was scaled back by 30% to ensure flexibility and lower costs.

## Auto Enrolment – the government's 'Workplace Pensions' scheme

Pensions took centre stage for all employers in 2013 with the launch of Auto Enrolment. Eden was required under new legislation to enter all eligible employees into a workplace pension scheme effective from February 2014. This scheme encourages us all to save for our retirement. It supplements the state pension, enabling us to continue our standard of living. Regular briefing sessions and presentations prepared employees for the launch and we will continue to work with our pension provider to ensure employees get the most benefit from the scheme.

## Employee recognition scheme launched – Eden "Tribute Awards"

Following two very difficult years for Eden we were keen to change the mood and recognise the amazing work that the Eden Team does every day. We therefore launched the Tribute Awards in December 2013, with the first presentations being made at the Eden Team Gathering in January 2014.

These have provided an excellent opportunity for all employees to recognise their colleagues for something amazing they have done for a visitor or another colleague, and the monthly panels are proving an inspirational event, reviewing the valuable contributions that employees are making at Eden on a daily basis.

## Rotary Youth Leadership Awards

This June we were lucky enough to enrol three Eden team members onto the Rotary Youth Leadership Awards, for the second year running. Congratulations to our Eden team members who completed the week-long residential programme on Dartmoor. Barry Grimes, Eden's key supporter from the local Rotary group, sadly passed away recently, but we continue to work with Rotary for the 2014 programme.

## Eden Institute of Leadership and Management – ILM Level 3 programme

Even through difficult times, we were keen to support first level management development in 2013, and invested in the ILM Level 3 Programme, supported by Truro and Penwith College. This was a competitive programme with employees applying for the course, supported by their line managers. We have already seen the benefit of the programme to employees who undertook the course with escalation in responsibilities, some formal promotions and changes to role as people completed their programmes. Through hard work and dedication, eight employees successfully completed the programme.

We have also run management skill development courses in the following areas: Communicating Assertively, Conflict Management, Presentation Skills, Project Management.



## Volunteer programme

It's been a very busy year for the Volunteer Team with continuing development of volunteers for site based teams, support for the People and Gardens programme, and working with Oxfam on the GROW campaign. Recruitment remains constant with volunteers supporting our visitors in the ACCESS team, and large numbers working with the Horticulture team. Our Volunteer programme contributed a total of 22,231 hours to Eden in this financial year.

## Internships

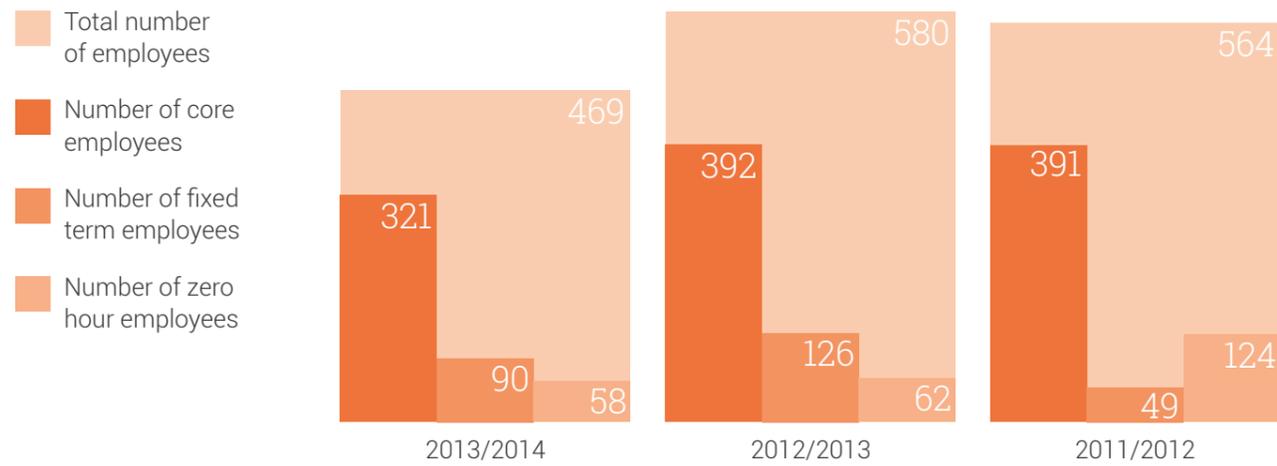
We have developed a structured policy and intake mechanism for Volunteer Interns, working closely with local Universities (Exeter, Falmouth, Plymouth), together with ad-hoc requests we receive from overseas students looking for appropriate placements and other universities with specific development needs. This is a successful and growing programme, from which we have seen success in roles people have then moved on to obtain after their placement.

## Members Assembly – employee representative forum

Our Members Assembly team has seen a very busy year. As our elected consulting body supporting all employees, they have been actively involved in supporting the restructure processes, and their constituent employees within this. Elections were also held this year for a new Chair and some additional representatives for underrepresented areas within Eden. The MA has also been actively involved in supporting the more positive changes towards the end of the year and into the 2014 financial year.

# Social

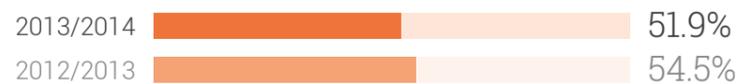
## Number of employees at end of financial year



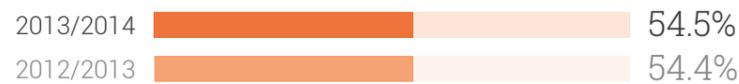
N.B. There will always be a small fluctuation year to year based on natural attrition, and point in time reporting where some other roles have been recruited.

## Team composition

### Gender balance – % of female employees



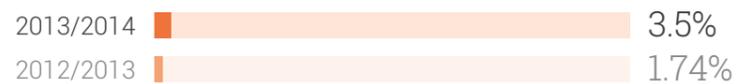
### Gender balance – % of female managers



### Ethnicity – % of employees from ethnic minority



### Disability – % of disabled employees



### Recruitment and staff retention – % of staff turnover



### Average age (years)



### Average length of service for leavers (not inc seasonal) (years)



### Average number of sick days (FTE per annum)



### Average length of absence (days)



### Average training days per staff member



# Financial

One of the key pillars of traditional, corporate sustainability reporting has been the bottom line performance. Eden's journey of 2013/14, as detailed elsewhere in this report, has not been an easy one financially. The changes that were instigated will ensure Eden's longer term financial sustainability and refocused an otherwise wonderfully optimistic organisation to become very realistic in its budget setting and cost control. The balance between the commercial realities of declining tourism visitors in Cornwall (where 90% of Eden's income is currently generated) and the vision and charitable mission is not quite as difficult as it can be portrayed. Simply put, Eden will run its trading operations both sustainably and commercially. One of Eden's key objectives for the next year is to ensure that commercial initiatives are sought which can truly develop and further the reach of the charity.

## The big numbers...

- Total Incoming Resources £23.3m (2012/2013: £27.9m)
- Profit generated from trading (EBITDA) £2m (2012/2013: loss £(1.3)m)
- Retained Profit/(Loss) £(0.7m) (2012/2013: £(6.3)m)

Incoming Resources dropped through a combination of fewer visitors to Eden, alongside the end of certain projects within the year. In the last quarter, we saw some impact from the floods across the South West, as well as the loss of the Dawlish railway line. Trading profit (i.e. the cash generated before any interest, capital or loan repayments) saw the largest turnaround with Eden delivering a £2m profit following a loss of £1.3m in 2012/2013 – this reflects the significant cost savings and efficiencies within the current operation. This was not achieved without considerable effort and no small degree of pain to the Eden team.

The retained loss for the year of around £0.7m reflects the trading profit less interest and depreciation. Eden's accounts can seem difficult to understand because of the depreciation and the release of capital grants. In our statutory accounts, we are rather hindered by formal accounting rules and we are unable to demonstrate the true picture. In essence, the depreciation reflects an estimated view of the useful economic life of our assets (including the biomes and other buildings). This is a relatively arbitrary calculation and tries to serve as a guide to how long assets might last and what proportion of their cost is used up each year. It is not cash that has been spent this year! Given the original construction costs of £142.7m, the depreciation is significant, but we believe that we will extend the lives of our assets through our investment in ongoing

maintenance. As such, internally we concentrate on profit generated from trading or EBITDA (earnings before interest, tax, depreciation and amortisation) as this is a further reflection of the current performance of the business.

## Some other crucial numbers in 2013/14:

- Annualised Costbase Reduction – £4.5m
- Visitor Numbers (calendar year 2013) 858,000
- Spend Per Visitor Increase 6%
- Visitor Satisfaction (rated good or excellent) 90%
- Loans owed to external creditors £4.8m (excluding any loans between Eden companies)
- Reduction in trade creditors in year £0.3m

Ultimately, we believe that Eden's long term ambitions will be best served through the repayment of its current loans and that we should be largely debt free from 2018. This can be achieved from existing trading alone; however, we will continue to seek new opportunities both in the charitable and commercial arenas, which in turn may allow this ambition to be realised more quickly.

## Finance and governance

The following section covers Eden's statutory reporting requirements relating to Financial Reporting and Governance. It includes key information on the Structure of the group, the Summary Financial Statements and the Trustees' Report.

### The Eden Trust Reports and Accounts 30 March 2014

## Trustees' Report for the year ended 30/3/2014

### Trustees and governance structure

Eden Project Ltd ("the Company") is a wholly owned subsidiary of the Eden Trust, a Company Limited by Guarantee and a UK Registered Charity (Charity Number 1093070). The principal activity of the Company is the operation and continued development of the Eden Project, one of the UK's top landmark projects, created to promote understanding of the vital relationship between people and plants and issues around sustainable development on behalf of the Eden Trust. Eden Project Ltd is managed by a Board of Executive and Non-Executive Directors, who remain ultimately responsible to the trustees of the Eden Trust.

### Trust chair report

Eden's year ended 30 March 2014 was always going to be a transitional year, as the business took the steps needed to ensure its long term financial future, whilst maintaining the vision and energy that characterised the Project's first ten years.

Eden is of course, first and foremost, a charitable project. It exists to promote public education and research in flora, fauna, and other aspects of the natural world. In simple terms, Eden seeks to help people to explore their relationship with nature in an exciting and inspiring way. This is primarily through the Eden destination at Bodelva in Cornwall, although our vision is for Eden's impact also to be felt extensively beyond the destination. Indeed Eden is one of the best known UK brands, with significant recognition internationally. At home Eden makes an important contribution to the Cornish economy and has renewed efforts to strengthen its relationships in Cornwall and the South West more broadly. Eden aims to be seen to have a major role in the growth of Cornish entrepreneurialism.

To assure long-term viability, Eden has to manage its cost base, taking account of variations in visitor numbers. The number of visitors to the destination, in turn vary with the numbers of visitors to Cornwall. The reduction in visitors to Cornwall over recent years has made it necessary to reduce the cost base, including staff numbers. The restructuring has involved detailed scrutiny of all expenditure, resulting in annualised savings of more than £4million. Through the efforts of Trustees, Directors, the extraordinary Eden staff team and our many stakeholders, Eden has now reached a place of relative financial stability and, subject to maintaining visitor numbers at roughly current levels, has the ability to ensure its own financial viability. Eden's long term ambitions will be best served by ensuring that the Project is substantially debt-free. We plan to achieve this within five years.

The objectives defined for this year under review were:

- Maintaining a successful visitor destination with visitors at over 1 million.
- To provide an engaging educational experience to a broad public audience, and through developing a set of research/evaluation techniques, to begin to change people's mind sets and values on a large scale, driving significant cultural and social change.
- To launch a fundraising campaign to secure the funding necessary to expand and improve the educational experience in the Rainforest Biome, moving then to refresh other key public facilities.
- To continue to build Eden's reputation and impact beyond the visitor destination and our immediate environs in Cornwall through national initiatives such as the Big Lunch.

During the 2013/14 financial year, Eden continued to engage with the public on a wide scale, both through the visitor destination at Eden as well as through local and national projects such as the Big Lunch. More information on projects, as well as a review of the year, is included in detail within the Eden Annual Report.

During the year, Eden also saw changes within the senior management team. After 12 years, Gaynor Coley left Eden in September for a new opportunity at Kew Gardens. Since September, the project has been run by Peter Stewart and David Harland, alongside their existing respective roles as Campaigns & Communications Director and Finance Director. They have been supported by the Non-Executive Directors, as well as by Sir Tim Smit and Tony Kendle, who remain actively involved in the development of new and existing projects. The Trustees are hugely grateful to Gaynor for her immense contribution to Eden. She has been a key member of the Eden team that made the Eden dream a reality. We are also hugely grateful to Peter and David for the dedication they have both shown in evidently difficult circumstances. In June 2014 Gordon Seabright joins as the new Eden Project Director. He brings valuable experience from both the charitable and commercial sectors and will importantly enhance the capacity of the executive team.

Eden's achievements since our last report have been numerous and I mention a few highlights here:

- "Best UK Leisure Attraction of the Year" in the British Travel Awards – for the third year in succession, voted for by the general public
- Increased spend per head in catering and retail
- 3.7 million attendees to the Big Lunch 2013 (an Eden led Project)
- School visits to the project involving more than 42,000 children

- Development of various partnerships including with the University of Exeter, Southbank Centre, Cornwall College and Planet First
- Early discussions on an Eden Project in China
- The announcement of the Youth Hostel Association (YHA) as partner in the creation of a new Youth Hostel on the Eden site

Eden's success has enabled it to become a major instigator of community engagement, most notably through its schools programme and the Big Lunch initiative. Other Eden programmes have worked with the homeless, and with disengaged and excluded groups.

Sir Anthony Salz, Chairman

#### New Trust and Board appointments

In April 2013, Eden Project appointed a new Non-Executive Director to the Eden Project Ltd Board, Andy Peters.

In support of the ambition to expand the number of trustees of the Eden Trust, a number of potential candidates have been identified and it is expected that one or more new appointments will be announced shortly.

#### Eden Project Ltd

##### Non Executive Directors

Mrs J Donovan CBE – Chair  
 Ms R Boycott (resigned 14 May 2013)  
 Ms H Owers  
 Mr A Peters  
 Mr A Walmsley  
 Mr G Wilkinson

##### Executive Directors (\*)

Sir T Smit – Chief Executive Officer Development (resigned 14 May 2013)  
 Ms G Coley – Executive Director (resigned 6 September 2013)  
 Mr D Harland – Finance and Joint Executive Director Interim  
 Dr A Kendle – Foundation Director (resigned 14 May 2013)  
 Mr P Stewart MVO – Campaigns, Communications and Joint Executive Director Interim  
 (\*) During the period, a restructuring within the group took place resulting in changes in responsibilities for certain directors. This caused a change in certain directorships across the group, which included Sir Tim Smit becoming Executive Chairman of Eden Regeneration Ltd.

#### Eden Trust

##### Directors and Trustees

The directors of the charitable company are its trustees for the purpose of charity law and throughout this report are collectively referred to as the trustees.

Sir Anthony Salz (Chairman)  
 Ms Emma Harrison  
 Lady Mary Holborow DCVO  
 Ms Lucy Parker  
 Sir Ghillean Prance FRS  
 Sir Simon Robinson  
 Sir John Rose  
 Sir Steve Smith

#### Advisors

##### Auditors

Francis Clark LLP  
 Vantage Point  
 Woodwater Park  
 Pyne's Hill  
 Exeter  
 EX2 5FD

##### Solicitors

Bates Wells Braithwaite LLP  
 2-5 Cannon Street  
 London  
 EC4M 6YM

##### Bankers

Allied Irish Bank (GB)  
 Gray's Inn  
 100 Gray's Inn Road  
 London  
 WC1X 8AL

#### Statement of trustees' responsibilities in respect of the accounts

The Trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year. Under that law the Trustees have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). The financial statements are required by law to give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

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

# Independent auditors' report

to the members of The Eden Trust

We have audited the financial statements of The Eden Trust for the period ended 30 March 2014 which comprise the Consolidated Statement of Financial Activities, Consolidated Balance Sheet, Balance Sheet, Statement of Cashflow and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the company's shareholders, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's shareholders those matters we are required to state to them in an auditor's 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 company and company's shareholders as a body, for our audit work, for this report or for the opinions we have formed.

## Respective Responsibilities of Trustees and Auditor

As explained more fully in the Trustees' Responsibilities Statement set out on page 57, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

## Scope of the Audit of the Financial Statements

An Audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by directors; and the overall presentation of the financial statements. In addition we read all of the financial and non-financial information accompanying the financial statements to identify any material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent misstatements or inconsistencies we consider the implications for our report.

## Opinion on Financial Statements

In our opinion the financial statements:

- give a true and fair view of the state of affairs of the Charitable company and the group's affairs as at 30 March 2014, and of the incoming resources and application of resources of the group for the period then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

## Opinion on Other Matters Prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial period for which the financial statements are prepared is consistent with the financial statements.

## Matters on Which We are Required to Report by Exception

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

- adequate accounting records have not been kept by the parent company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Christopher Bush (Senior Statutory Auditor)

For and on behalf of

**Francis Clark LLP**

Chartered Accountants and Statutory Auditor

Vantage Point

Woodwater Park

Pynes Hill

Exeter

EX2 5FD

30 June 2014

# Consolidated statement of financial activities

for the period ended 30 March 2014

	Notes	Unrestricted funds 2014 (£)	Restricted funds 2014 (£)	Total Period ended 30 March 2014 (£)	Total Period ended 31 March 2013 (£)
<b>Incoming resources</b>					
Incoming resources from generated funds					
Voluntary income	2(a)	6,287,062	-	6,287,062	7,666,600
Investment income	2(b)	549	-	549	272
Incoming resources from charitable activities	2(c)	14,776,495	2,201,169	16,977,664	20,174,642
Other incoming resources	2(d)	-	-	-	96,489
<b>Total incoming resources</b>		<b>21,064,106</b>	<b>2,201,169</b>	<b>23,265,275</b>	<b>27,938,003</b>
<b>Resources expended</b>					
Costs of generating funds					
Costs of generating voluntary income		24,681	-	24,681	43,505
Charitable activities	3	21,654,916	2,201,169	23,856,085	34,171,273
Governance costs	7	46,000	-	46,000	51,950
<b>Total resources expended</b>		<b>21,725,597</b>	<b>2,201,169</b>	<b>23,926,766</b>	<b>34,266,728</b>
<b>Net outgoing resources before transfers</b>		<b>(661,491)</b>	<b>-</b>	<b>(661,491)</b>	<b>(6,328,725)</b>
Gross transfers between funds	8	648,701	(648,701)	-	-
<b>Net outgoing resources</b>		<b>(12,790)</b>	<b>(648,701)</b>	<b>(661,491)</b>	<b>(6,328,725)</b>
<b>Reconciliation of funds</b>					
<b>Total funds brought forward</b>		<b>2,572,984</b>	<b>14,519,631</b>	<b>17,092,615</b>	<b>23,421,340</b>
<b>Total funds carried forward</b>		<b>2,560,194</b>	<b>13,870,930</b>	<b>16,431,124</b>	<b>17,092,615</b>

# Consolidated and charity balance sheets

at 30 March 2014

	Notes	Consolidated At 30 March 2014 (£)	Charity At 30 March 2014 (£)	Consolidated At 30 March 2013 (£)	Charity At 30 March 2013 (£)
<b>Fixed assets</b>					
Tangible fixed assets	10	62,256,556	5,564,289	64,992,736	5,564,289
Intangible fixed assets	11	-	-	10,219	-
Investments	12	10,000	3	10,000	3
		<b>62,266,556</b>	<b>5,564,292</b>	<b>65,012,955</b>	<b>5,564,292</b>
<b>Current assets</b>					
Stocks	13	435,320	-	495,565	-
Debtors – amounts due after one year	14	-	39,474,223	-	-
Debtors – amounts due within one year	14	1,385,899	1,121,121	1,309,521	40,549,362
Cash at bank and in hand		459	459	100,001	100,001
		<b>1,821,678</b>	<b>40,595,803</b>	<b>1,905,087</b>	<b>40,649,363</b>
<b>Creditors: amounts falling due within one year</b>	15	<b>(7,495,387)</b>	<b>(329,525)</b>	<b>(7,306,814)</b>	<b>(144,953)</b>
<b>Net current (liabilities)/asset</b>		<b>(5,673,709)</b>	<b>40,266,278</b>	<b>(5,401,727)</b>	<b>40,504,410</b>
<b>Total assets less current liabilities</b>		<b>56,592,847</b>	<b>45,830,570</b>	<b>59,611,228</b>	<b>46,068,702</b>
<b>Creditors: amounts falling due within one year</b>	16	<b>(4,814,756)</b>	<b>(480,000)</b>	<b>(4,081,527)</b>	<b>(813,090)</b>
<b>Provisions for liabilities</b>	19	<b>-</b>	<b>-</b>	<b>(600,000)</b>	<b>-</b>
<b>Deferred income</b>	20	<b>(35,346,961)</b>	<b>-</b>	<b>(37,837,080)</b>	<b>-</b>
Minority interests		(6)	-	(6)	-
<b>Net assets</b>		<b>16,431,124</b>	<b>45,350,570</b>	<b>17,092,615</b>	<b>45,255,612</b>
<b>Funds</b>					
Restricted funds	21	13,870,930	13,870,930	14,519,631	14,519,631
Unrestricted funds		2,560,194	31,479,640	2,572,984	30,735,981
		<b>16,431,124</b>	<b>45,350,570</b>	<b>17,092,615</b>	<b>45,255,612</b>

These financial statements were approved by the Trustees on Monday 30<sup>th</sup> June 2014 and signed on their behalf by Sir Anthony Salz, Chairman of the Trustees.

# Consolidated cash flow statement

for the period ended 30 March 2014

	Notes	Year ended 30 March 2014 (£)	Period ended 31 March 2013 (£)
<b>Net cash outflow/inflow from operating activities including grants receivable</b>	25(a)	<b>(1,114,229)</b>	<b>1,695,686</b>
<b>Returns on investments and servicing of finance</b>			
Interest paid		(177,145)	(143,977)
Interest received		546	272
Interest element of finance lease rental payments		(185,839)	(283,439)
		<b>(362,438)</b>	<b>(427,144)</b>
<b>Capital expenditure and financial investment</b>			
Purchase of fixed assets		(1,222,347)	(1,382,144)
Disposals of fixed assets		180,000	-
Capital grants received		306,327	578,030
		<b>(736,020)</b>	<b>(804,114)</b>
<b>Financing</b>			
Finance lease advances		1,883,198	-
Capital element of finance lease rental payments		(549,424)	(108,229)
Loan advances		330,000	-
Net movement in borrowings		(483,987)	(467,894)
		<b>1,179,787</b>	<b>(576,123)</b>
<b>Decrease in cash</b>	25(c)	<b>(1,032,900)</b>	<b>(111,695)</b>

# Notes to the financial statements

for the period ended 30 March 2014

## 1. Accounting policies

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the consolidated financial statements.

### Basis of accounting and preparation of group financial statements

The financial statements have been prepared under the historical cost convention. The financial statements have been prepared in accordance with applicable Accounting Standards and with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in March 2005 with the exception that grants in respect of capital expenditure received by the subsidiary Eden Project Limited are deferred and released to the Statement of Financial Activities over the expected useful lives of the relevant assets to which they relate. This treatment provides consistency with the treatment adopted in the subsidiary's financial statements under SSAP4.

The financial statements consolidate the results of the charity and its wholly owned subsidiaries, Eden Project Limited and Eden Project Campaigns Limited on a line by line basis. A separate statement of financial activities and income and expenditure accounts are not presented for the charity itself following the exemptions afforded by S408 of the Companies Act 2006 and paragraph 397 of the SORP.

### Tangible fixed assets and depreciation

All categories of tangible fixed assets are capitalised at cost. Depreciation of tangible fixed assets is calculated to write off their cost or valuation less any residual value over their estimated useful lives. This has been provided at the following rates:

- Biomes - straight line over 30 years
- Buildings and infrastructure - straight line between 18 to 30 years
- Plant and machinery - straight line between 4 to 10 years
- Computer equipment - straight line over 3 years
- Fixtures, furniture & fittings - straight line over 3 years

Assets in the course of construction are not depreciated until completion where upon they are transferred to the appropriate asset category and depreciated as above.

The depreciation rates for biomes and certain buildings and infrastructure were extended from 18 to 30 years with effect from 1 April 2013. The impact on the annual

depreciation charge, less related deferred capital grant release, is to reduce the net charge by approximately £2,135,000.

### Intangible assets

Intangible assets acquired separately from a business are capitalised at cost.

Intangible assets are amortised on a straight line basis over their estimated useful lives up to a maximum of 20 years. For Green Talents costs, this is taken to be 3 years commencing 2010/2011. For film costs this is taken to be 3 years from 2011/12.

### Incoming resources

All incoming resources are included in the Statement of Financial Activities where the charity is entitled to the income and the amount can be qualified with reasonable accuracy, and is stated net of VAT. The following specific policies are applied to particular categories of income:

- Voluntary income is received by way of admissions under a gift aid scheme, donations and friends' subscriptions. Donations received for the general purposes of the charity are included as unrestricted funds. Income from friends' subscriptions is recognised on an accruals basis.
- Investment income is included when receivable.
- Grants are included as income from charitable activities. Grants are recognised as incoming resources when they are receivable except for grants received by Eden Project Limited in respect of capital expenditure in that subsidiary company. These are included in deferred income as shown in note 18 and are being released to the profit and loss account over the useful lives of the assets.
- Sponsorship income is recognised on a pro rata basis, based on the terms of the contract or the event to which the sponsorship relates.
- Admission income is recognised when tickets are bought or redeemed on entry to the Eden Project. Tickets purchased in advance are deferred until redeemed.

### Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred and is reported as part of the expenditure to which it relates:

- Costs of generating voluntary income comprise the costs associated with attracting voluntary income.

- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include audit fees.

### Volunteer and other donated services

The value of services provided by volunteers is not incorporated into these financial statements.

### Deferred taxation

Deferred tax assets are recognised only to the extent that the directors consider that it is more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted. This is not anticipated in the short term and so no such assets are recognised.

### Pensions

Eden Project Limited operates a defined contribution pension scheme. Contributions are charged in the profit and loss account as they become payable in accordance with the rules of the scheme.

### Operating Leases

Rentals payable under operating leases are charged in the profit and loss account on a straight line basis over the lease term.

### Finance leases

Assets held under finance lease are capitalised in the balance sheet and are depreciated over their useful lives. The interest element of the rental obligations is charged to the profit and loss account over the period of the contracts.

### Funds

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets this criteria is identified to a fund, together with a fair allocation of overheads and support costs. Unrestricted funds represent grants and donations received where the use is not prescribed by the donor and surpluses generated from the commercial activities of the Trust.

### Stocks

Stocks are stated at the lower of cost and net realisable value.

### Capitalisation of interest

Interest on loan finance in relation to the initial building project was capitalised as tangible fixed assets and is being written off over the useful life of the assets to which it relates.

### Related party transactions

The charity has relied on the exemption provided by FRS 8 and has not therefore disclosed transactions with its wholly owned subsidiary undertakings.

# Notes to the financial statements

for the period ended 30 March 2014

## 2. Incoming resources

### (a) Voluntary income

	Period ended 30 March 2014 (£)	Period ended 31 March 2013 (£)
Admissions – gift aid scheme	4,933,359	6,046,601
Gift aid reclaims	1,262,897	1,537,670
Other	90,805	82,329
	<b>6,287,062</b>	<b>7,666,600</b>

### (b) Investment income

	Period ended 30 March 2014 (£)	Period ended 31 March 2013 (£)
Interest receivable	549	272
	<b>549</b>	<b>272</b>

### (c) Incoming resources from charitable activities

	Unrestricted funds 2014 (£)	Restricted funds 2014 (£)	Total Period ended 30 March 2014 (£)	Total Period ended 31 March 2013 (£)
Big Lottery Development Fund grants for:				
- 'Big Lunch Extras'		1,108,108	1,108,108	-
- 'Big Lunch'		984,109	984,109	2,312,718
- 'Family Learning' project		64,231	64,231	190,958
- 'Big Local' project		44,721	44,721	34,247
Other grants receivable	445,744	-	445,744	191,389
Release of deferred grants - capital	1,485,982	-	1,485,982	2,302,869
Release of deferred grants - revenue	225,701	-	225,701	2,061,138
Admissions – non gift aid	1,743,866	-	1,743,886	1,495,677
Catering	4,550,328	-	4,550,328	4,621,630
Retail	3,313,923	-	3,313,923	3,754,667
Other	3,010,951	-	3,010,951	3,209,349
	<b>14,776,495</b>	<b>2,201,169</b>	<b>16,977,664</b>	<b>20,174,642</b>

### (d) Incoming resources from charitable activities

	Period ended 30 March 2014 (£)	Period ended 31 March 2013 (£)
Other	-	96,489
	<b>-</b>	<b>96,489</b>

## 3. Resources expended on charitable activities

	Unrestricted funds 2014 (£)	Restricted funds 2014 (£)	Total Period ended 30 March 2014 (£)	Total Period ended 31 March 2013 (£)
Costs of operating and establishment	9,934,684	-	9,934,684	12,889,088
Other operating costs	7,529,909	2,201,169	9,731,078	13,469,462
Operating lease rentals:				
- plant and machinery	38,593	-	38,593	36,638
Depreciation of owned assets	3,026,605	-	3,026,605	4,489,429
Depreciation of leased assets	751,922	-	751,922	2,792,059
Amortisation of intangible fixed assets	10,219	-	10,219	67,181
Interest payable:				
- bank loans and overdrafts	135,216	-	135,216	117,163
- other loan interest	31,459	-	31,459	26,814
- finance charges	185,839	-	185,839	283,439
- other interest	10,470	-	10,470	-
	<b>21,654,916</b>	<b>2,201,169</b>	<b>23,856,085</b>	<b>34,171,273</b>

## 4. Net expenditure from trading activities of subsidiaries

The Eden Trust had five subsidiary companies during the period ended 30 March 2014, details of which are given in note 12. Of these, the only ones that have traded are Eden Project Limited, and its subsidiary, Eden Project Campaigns Limited. Eden Project Limited's principal

activity is the development of the Eden Project – one of the UK's top landmark projects created to tell the story of man's relationship with plants. A summary of its consolidated trading results is shown below. Audited accounts are filed with the Registrar of Companies.

	Period ended 30 March 2014 (£)	Period ended 31 March 2013 (£)
Turnover	17,504,928	19,127,924
Cost of sales excluding depreciation and amortisation	(9,934,683)	(12,889,088)
Depreciation and amortisation	(3,788,747)	(7,348,669)
<b>Gross profit /(loss)</b>	<b>3,781,498</b>	<b>(1,109,833)</b>
Administrative expense	(9,832,669)	(13,575,101)
Other operating income	5,657,160	8,701,274
<b>Operating loss</b>	<b>(394,011)</b>	<b>(5,983,660)</b>
Interest receivable	546	272
Interest payable and similar charges	(362,984)	(427,416)
<b>Loss before taxation</b>	<b>(756,449)</b>	<b>(6,410,804)</b>
Taxation	-	-
<b>Net expenditure</b>	<b>(756,449)</b>	<b>(6,410,804)</b>

# Notes to the financial statements

for the period ended 30 March 2014

## 5. Emoluments of Trustees

There were no emoluments or expenses paid to the Trustees in their capacity as trustees (see note 27).

## 6. Staff numbers and costs

The average number of staff employed during the period including the executive directors of Eden Project Limited was as follows:

	Year ended 30 March 2014 (No.)	Year ended 31 March 2013 (No.)
Visitor services	212	268
Horticulture	39	47
Site maintenance	54	68
Other	114	121
	<b>419</b>	<b>504</b>

The aggregate payroll costs of these persons were as follows:

	Year ended 30 March 2014 (£)	Year ended 31 March 2013 (£)
Wages and salaries	8,404,239	11,102,057
Social security costs	594,085	824,064
Pension costs	125,882	216,836
	<b>9,124,206</b>	<b>12,142,957</b>

Included in the above total are staff costs of £250,000 (2013: £13,020) which have been capitalised within tangible fixed assets.

## 7. Governance costs

	Year ended 30 March 2014 (£)	Year ended 31 March 2013 (£)
Governance costs include:		
Auditors' remuneration – audit fees	34,000	33,000
Auditors' remuneration – tax services	4,000	4,000
Indemnity insurance	8,000	7,950

## 8. Transfer between funds

Grant funding of £43.2 million in relation to the construction of the Project has been received by the Eden Trust from the Millennium Commission and is reflected in the restricted funds balances. Of this, £39.4 million has been passed down from the Eden Trust to its subsidiary, Eden Project Limited, by way of an interest free loan in order to deliver the Project.

The results of the Eden Project Limited, as shown in note 4, which are reflected in the unrestricted funds balances, are stated after charging depreciation of £3,778,527 and crediting a release from deferred capital

income of £1,485,982. The element of the depreciation charge for the period from 1 April 2013 to 30 April 2014 applicable to the assets funded by the Millennium Commission monies was £648,701. A transfer of £648,701 has been made from restricted to unrestricted funds to reflect that element of the Millennium Commission grant amortised over the useful life of the fixed assets to which it applied. Without such a transfer, the accounts would not show a true position as regards unrestricted and restricted fund balances.

## 9. Taxation

The Eden Trust is a registered charity and is exempt from taxation on its income and capital gains. The subsidiary company, Eden Project Limited, has trading losses carried forward of approximately £22m (2013: £22m) and consequently does not have a corporation tax liability. These losses are not expected to be utilised in the short term and consequently no deferred asset has been recognised in these accounts.

# Notes to the financial statements

for the period ended 30 March 2014

## 10. Tangible fixed assets

### Consolidated

	Freehold land (£)	Assets in the course of construction (£)	Buildings and infrastructure (£)	Biomes (£)	Plant and machinery (£)	Computer equipment (£)	Fixtures furniture and fittings (£)	Total (£)
<b>Cost</b>								
At 1 April 2013	7,066,865	771,717	88,792,683	21,457,464	20,803,164	3,817,846	5,020,245	147,729,984
Additions	-	-	-	847,645	119,214	119,289	136,199	1,222,347
Disposals	(180,000)	(527,718)	-	-	-	-	-	(707,718)
Transfer	-	(243,999)	-	243,999	-	-	-	-
<b>At 30 March 2014</b>	<b>6,886,865</b>	<b>-</b>	<b>88,792,683</b>	<b>22,549,108</b>	<b>20,922,37</b>	<b>3,937,135</b>	<b>5,156,444</b>	<b>148,244,613</b>
<b>Depreciation</b>								
At 1 April 2013	-	527,718	41,460,776	14,282,426	18,329,337	3,746,321	4,390,670	82,737,248
Charge for the year	-	-	1,700,621	445,371	957,075	84,772	590,688	3,778,527
Disposals	-	(527,718)	-	-	-	-	-	(527,718)
<b>At 30 March 2014</b>	<b>-</b>	<b>-</b>	<b>43,161,397</b>	<b>14,727,797</b>	<b>19,286,412</b>	<b>3,831,093</b>	<b>4,981,358</b>	<b>85,988,057</b>
<b>Net book value</b>								
At 30 March 2014	6,886,865	-	45,631,286	7,821,311	1,635,966	106,042	175,086	62,656,556
At 31 March 2013	7,066,865	243,999	47,331,907	7,175,038	2,473,827	71,525	629,575	64,992,736

The main capital development is at Bodelva, Par, Cornwall, PL24 2SG. The majority of the tangible fixed assets are subject to security arrangements with the funders to the Project. These assets will be reanalysed to the appropriate fixed asset category when the project is completed and depreciation will be charged from that date.

Assets subject to finance leases above, amount to, cost £49,648,681 (2013: £47,804,723), depreciation £35,646,681 (2013: £34,298,677) with net book value at 31 March 2014 £14,002,200 (2013: £13,506,106).

### Charity

	Freehold land At 30 March 2014 (£)	Freehold land At 31 March 2013 (£)
<b>Cost and net book value</b>	<b>5,564,289</b>	<b>5,564,289</b>

The majority of the tangible fixed assets are subject to security arrangements with the funders to the Project.

## 11. Intangible fixed assets

### Group

	Green Talents and filmcosts (£)
<b>Cost</b>	
At 31 March 2013 and 30 March 2014	201,543
<b>Amortisation:</b>	
At 31 March 2013	191,324
Charge for the period	10,219
<b>At 30 March 2014</b>	<b>201,543</b>
<b>Net book value:</b>	
At 30 March 2014	-
<b>At 31 March 2013</b>	<b>10,219</b>

## 12. Fixed asset investments

### Consolidated

	Other (£)	Total (£)
<b>Cost</b>		
At 31 March 2013 and 30 March 2014	10,000	10,000

'Other' investments represents a capital contribution to Third Sector Consortia Management LLP, which is classified as a fixed asset investment.

### Investments are classified as follows:

	Consolidated At 30 March 2014 (£)	Charity At 30 March 2014 Total (£)	Consolidated At 31 March 2013 (£)	Charity At 31 March 2013 Total (£)
<b>Fixed asset investments</b>	<b>10,000</b>	<b>3</b>	<b>10,000</b>	<b>3</b>

# Notes to the financial statements

for the period ended 30 March 2014

## Charity

As at 30 March 2014 the following fixed asset investments were held by the Trust.

	Shares held (No.)	
Eden Project Limited	2	100% Class 'A' shares
Eden Trading Limited Dormant	1	100% Share Capital
	3	

6 'B' Ordinary shares issued by Eden Project Limited are held outside the group.

Eden Project (OA) Limited		
Non trading	*	100% Share Capital
Eden Project Campaigns Limited	*	100% Share Capital
Eden Regeneration Limited (**)		
Dormant	*	100 % Share Capital

Eden Project Campaigns Limited is used as a vehicle to support the charitable aims and objectives of the Eden Trust through funded and sponsored campaigns.

\*Held by Eden Project Limited  
(\*\*) Formerly Cornwall Together Limited

All of the above companies were incorporated in United Kingdom and registered in England and Wales.

## 13. Stocks

### Consolidated

	At 30 March 2014 (£)	At 31 March 2013 (£)
Goods for resale	435,320	495,565

## 14. Debtors

	Consolidated At 30 March 2014 (£)	Charity At 30 March 2014 (£)	Consolidated At 31 March 2013 (£)	Charity At 31 March 2013 (£)
Trade debtors	700,196	-	535,451	-
Other debtors	45,690	-	86,808	-
Prepayments and accrued income	640,013	1,397	687,262	2,498
Amounts owed by group undertakings	-	40,593,947	-	40,546,864
	<b>1,385,899</b>	<b>40,595,344</b>	<b>1,309,521</b>	<b>40,549,362</b>

Amounts falling due after more than one year included above are:

	Consolidated At 30 March 2014 (£)	Charity At 30 March 2014 (£)	Consolidated At 31 March 2013 (£)	Charity At 31 March 2013 (£)
Amounts owed by group undertakings	-	39,474,223	-	-

## 15. Creditors: amounts falling due within one year

	Consolidated At 30 March 2014 (£)	Charity At 30 March 2014 (£)	Consolidated At 31 March 2013 (£)	Charity At 31 March 2013 (£)
Bank and other loans (note 17)	927,347	283,090	584,312	84,120
Bank overdraft	1,011,197	-	77,839	-
Trade creditors	1,976,429	-	2,255,357	-
Other tax and social security	635,771	-	1,648,774	5,885
Accruals and deferred income	1,935,436	46,435	2,250,325	54,948
Other creditors	420,873	-	5,397	-
Finance leases (note 18)	588,334	-	484,810	-
	<b>7,495,387</b>	<b>329,525</b>	<b>7,306,814</b>	<b>144,953</b>

## 16. Creditors: amounts falling due after more than one year

	Consolidated At 30 March 2014 (£)	Charity At 30 March 2014 (£)	Consolidated At 31 March 2013 (£)	Charity At 31 March 2013 (£)
Bank and Other loans (note 17)	2,431,055	480,000	2,928,076	813,090
Finance leases (note 18)	2,383,701	-	1,153,451	-
	<b>4,814,756</b>	<b>480,000</b>	<b>4,081,527</b>	<b>813,090</b>

# Notes to the financial statements

for the period ended 30 March 2014

## 17. Loans

	Consolidated At 30 March 2014 (£)	Charity At 30 March 2014 (£)	Consolidated At 31 March 2013 (£)	Charity At 31 March 2013 (£)
Other loans	843,090	843,090	897,210	897,210
Bank loans (*)	2,515,311	-	2,615,178	-
	<b>3,358,401</b>	<b>843,090</b>	<b>3,512,388</b>	<b>897,210</b>
Less: Included in creditors falling due within one year	(927,347)	(363,090)	(584,312)	(84,120)
	<b>2,431,054</b>	<b>480,000</b>	<b>2,928,076</b>	<b>813,090</b>

	Consolidated At 30 March 2014 (£)	Charity At 30 March 2014 (£)	Consolidated At 31 March 2013 (£)	Charity At 31 March 2013 (£)
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### Amounts repayable:

In less than 1 year	927,347	363,090	584,312	84,120
In 2 – 5 years	2,431,054	480,000	2,928,076	813,090
After 5 years	-	-	-	-
	<b>3,358,401</b>	<b>843,090</b>	<b>3,512,388</b>	<b>897,210</b>

(\*)The principal terms of the bank loans are as follows;

- £3.1m at Libor plus 2.02%, repayable in ten quarterly instalments of £45,000, followed by ten quarterly instalments of £91,000, followed by twelve quarterly instalments of £145,000, ending June 2017.
- £298,504 at Libor plus 1.37% repayable in quarterly instalments of £9,046, ending June 2017.
- £460,000 at Libor plus 3.5% repayable in monthly instalments of £10,224 ending September 2017

The bank loans are secured by a legal charge over freehold land and buildings.

## 18. Finance leases

Obligations under Finance lease and hire purchase contracts, are due as follows:

### Group and company

	At 30 March 2014 (£)	At 31 March 2013 (£)
Within one year	588,334	484,810
Between two and five years	2,383,701	1,153,451
	<b>2,972,035</b>	<b>1,638,261</b>
Less: amounts falling due within one year	(588,334)	(484,810)
<b>Amount falling due after more than one year</b>	<b>2,383,701</b>	<b>1,153,451</b>

## 19. Provisions for liabilities

### Group

	Restructuring provision (£)	Total (£)
At 31 March 2013	600,000	600,000
Utilised in the period	(600,000)	(600,000)
<b>At 30 March 2014</b>	<b>-</b>	<b>-</b>

## 20. Deferred income

### Consolidated

	Deferred capital grants 2014 (£)	Deferred revenue grants 2014 (£)	Total 2014 (£)	Total 2013 (£)
Balance at 31 March 2013	35,988,360	1,848,720	37,837,080	39,688,839
Received during the period	306,327	1,224,636	1,530,963	5,050,172
Released during the period	(1,485,982)	(2,426,870)	(3,912,852)	(6,901,931)
Refunded during the period	-	(108,230)	(108,230)	-
<b>Balance as at 30 March 2014</b>	<b>34,808,705</b>	<b>538,256</b>	<b>35,346,961</b>	<b>37,837,080</b>

Revenue grants received by the Group during the period include £1,004,947 from the Big Lottery for the Big Lunch and Big Lunch Extras Projects.

Capital grants received during the period by the company of £306,327 were for the Canopy Walkway Project.

# Notes to the financial statements

for the period ended 30 March 2014

## 21. Restricted funds

	Balance 31 March 2013 (£)	Incoming resources (£)	Outgoing resources (£)	Transfer to unrestricted funds (£)	Balance 30 March 2014 (£)
Construction and development	14,519,631	-	-	(648,701)	(13,870,930)
Big Lottery grants	-	2,201,169	(2,201,169)	-	-
	<b>14,519,631</b>	<b>2,201,169</b>	<b>(2,201,169)</b>	<b>(648,701)</b>	<b>(13,870,930)</b>

Restricted funds towards the construction and development of the Eden Project represent grant monies received from the Millennium Commission. These funds are transferred to unrestricted funds over the life of the assets to which they relate. Big Lottery grants represent the amounts released to the Statement of Financial Activities in respect of grants received from the Big Lottery as detailed in note 2(c).

## 22. Analysis of group net assets between funds

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	Unrestricted funds (£)	Restricted funds (£)	Total funds (£)
<b>Fund balances at 30 March 2014 are represented by:</b>			
Fixed assets	48,395,62	13,870,930	62,226,556
Net current assets/(liabilities)	(5,673,709)	-	(5,673,709)
Creditors over 1 year	(4,814,762)	-	(4,814,762)
Deferred income	(35,346,961)	-	(35,346,961)
<b>Total net assets</b>	<b>2,560,194</b>	<b>13,870,930</b>	<b>16,431,124</b>

## 23. Capital commitments

### Consolidated

	At 30 March 2014 (£)	At 31 March 2013 (£)
Contracted but not provided for in the financial statements	-	232,020

## 24. Financial commitments

At 30 March 2014 the group had annual commitments under non-cancellable operating leases as set out below:

	Land and Buildings		Other	
	At 30 March 2014 (£)	At 31 March 2013 (£)	At 30 March 2014 (£)	At 31 March 2013 (£)
In one year	75,000	-	14,700	14,700
In two to five years	25,000	25,000	23,893	21,938

## 25. Notes to the cash flow statement

### (a) Reconciliation of changes in resources to net cash outflow from operating activities:

	At 30 March 2014 (£)	At 31 March 2013 (£)
Net (outgoing)/incoming resources before transfers	(661,491)	(6,328,725)
Decrease/(increase) in stocks	60,245	(25,726)
(Increase)/decrease in debtors	(76,378)	931,930
(Decrease)/increase in creditors	(1,191,343)	1,172,183
Release of deferred grant income	(3,912,852)	(6,901,931)
Deferred revenue grants received	1,224,636	4,472,142
Deferred revenue grants refunded	(108,230)	-
Depreciation	3,778,527	7,281,488
Amortisation	10,219	67,181
Interest receivable	(546)	(272)
Interest payable	362,984	427,416
Movement in provisions	(600,000)	600,000
<b>Net cash (outflow)/ inflow from operating activities</b>	<b>(1,114,229)</b>	<b>1,695,686</b>

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### (b) Reconciliation of net cash flow to movement in net debt:

	At 30 March 2014 (£)	At 31 March 2013 (£)
Decrease in cash in the period	(1,032,900)	(111,695)
Cash (inflow)/outflow from movement in debt and lease financing	(1,179,787)	576,123
<b>Change in net debt arising from cash flows</b>	<b>(2,212,687)</b>	<b>464,428</b>
Other changes	-	(258,464)
<b>Movement in the period</b>	<b>2,212,687</b>	<b>205,964</b>
Net debt at beginning of period	(5,128,487)	(5,334,451)
<b>Net debt at end of period</b>	<b>(7,341,174)</b>	<b>(5,128,487)</b>

# Notes to the financial statements

for the period ended 30 March 2014

(c) Analysis of changes in net debt:

	At 31 March 2013 (£)	Cashflow (£)	Other (£)	At 30 March 2014 (£)
Cash	22,162	(1,032,900)	-	(1,010,738)
Finance lease obligations	(1,638,261)	(1,333,774)	-	(2,972,035)
Loans	(3,512,388)	153,987	-	(3,358,401)
<b>Total</b>	<b>(5,128,487)</b>	<b>(2,212,687)</b>	<b>-</b>	<b>(7,341,174)</b>

## 26. Movement in funds

The movement in funds, during the year, for the group and Charity were as follows:

	Consolidated At 30 March 2014 (£)	Charity At 30 March 2014 (£)	Consolidated At 31 March 2013 (£)	Charity At 31 March 2013 (£)
Net movement in funds	(661,491)	94,958	(6,328,725)	82,078
Fund balances brought forward	17,092,615	45,255,612	23,421,340	45,173,534
<b>Fund balances carried forward</b>	<b>16,431,124</b>	<b>45,350,570</b>	<b>17,092,615</b>	<b>45,255,612</b>

The surplus dealt with in the financial statements of the parent is £94,958.

## 27. Related parties

Transactions with group companies are not disclosed as permitted under FRS8.

All related party transactions are routinely reviewed to ensure that they are appropriate. This review process is designed to ensure that in each instance the relationship is not material enough to unduly influence either party, that the related party has the necessary skills and expertise to deliver the service and that a fair "arms-length" price is paid.

Transactions with the directors of Eden Project Limited are disclosed in the financial statements of Eden Project Limited.

Sir Steve Smith is the vice chancellor of the University of Exeter and Sir Anthony Salz is a member of the University of Exeter Business School Advisory Board. Eden Project Limited provided services to University of Exeter to the value of £12,735 (2013: £7,198). The amount owed by the University of Exeter at the year end was £151.

Two trustees advanced a total of £180,000 to Eden Project Limited during the period. A balance of £80,000 remained outstanding at the period end and is included in Other Loans (note 17). Interest of £4,241 was charged.

## Looking ahead

During 2013/14, Eden has continued to develop new projects in line with its objectives and 2014/15 will see the tangible realisation of some of them.

## Looking ahead

Our particular plans for the next 12 months include:

- Continuing to pursue the Trust's charitable objectives through more investment in the experience at the Eden site, as well as through existing projects such as Big Lunch & Big Lunch Extras
- Developing a range of accommodation offerings on site (subject to planning consents)
- Developing new educational partnerships for the delivery of formal education at the Eden site (and possibly beyond)
- Extending the Eden brand into targeted, commercial areas where this can be shown to extend the reach of the charitable mission
- Diversifying revenue sources and improving fundraising and sponsorship especially finding opportunities for revenue generating activities on the site outside the summer visitor season

Eden's ambition for its charitable objectives has tended at times in the past to outstrip its ability to generate consistently the cash needed to fund the opportunities it has. With a disciplined approach to running the visitor destination and other projects, we believe the charitable objectives will be truly sustainable, and Eden's impact will grow over the long term. With an exceptional team and enduring support from a range of other stakeholders in Cornwall and beyond, we look forward to the future with renewed confidence.

Sir Anthony Salz – Chairman

## Eden Project annual report 2013/2014

As ever, our thanks and gratitude go first and foremost to the whole of the Eden team who have set the organisation on its way to a bright future.

Secondly, thanks to all of those who contributed to this new format (and this year about six months quicker than in previous years!) and in particular, we would like to thank Jackie Buckingham (our Sustainability Manager) for her tolerant perseverance in order to get this report out, Paul Barrett for fantastic graphical interventions and layout, as well as Mike Petty for his patient proof-reading.

# eden project

Eden Project, the Living Theatre of Plants and People, explores how people can work together and with nature towards a better future.

The Eden Project is an educational charity and social enterprise. Money raised supports our education programmes and projects that catalyse change. Reg. charity No. 1093070.