



Orkney Pilgrimage

Trustees' Annual Report

From 23rd November 2016 to 31st
December 2017

Charity contact information

Orkney Pilgrimage

Scottish Charity Number: SC047008

c/o Milestone Community Church

Vetquoy Road

Dounby

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www.stmagnusway.com

www.facebook.com/stmagnusway

Charity Trustees

Unless indicated, trustees were appointed on the 8th September 2016.

1. David McNeish (Chair)
2. Beryl Matthews (Secretary)
3. Donna Flett (Treasurer)
4. Andy Fraser
5. Sarah Jane Gibbon
6. Jane Liptrot
7. Stuart Little (appointed 13th November 2017)
8. Pirjo Little (appointed 13th November 2017)
9. Fraser MacNaughton
10. John Stockan

Objectives and activities

Orkney Pilgrimage was established in September 2016 in order to facilitate the development of the St Magnus Way, a 55 mile pilgrimage route through Orkney.

Orkney Pilgrimage's purposes are:

- 1 The advancement of religion and spiritual wellbeing in Orkney through the development of local pilgrimage routes and resources. In particular, to establish and promote the St Magnus Way pilgrimage route in Orkney.
- 2 The advancement of education in local heritage and environment by the development of educational resources associated with pilgrimage.

In our first year, the immense and, at times, wholly intimidating challenge was to launch the St Magnus Way in time for the 900th anniversary of his death. Hundreds of volunteer hours resulted in the successful launch of all five sections of the Way, as well as an accompanying website and smartphone app.

Structure, governance and management

Type of governing document

As a single tier Scottish Charitable Incorporated Organisation we are governed by a constitution approved on 8th September 2016 and amended on 21st November 2016 in response to our application to OSCR.

Trustee recruitment and appointment

Our eight trustees have a diverse range of previous experience and during the year we recruited two further trustees, Stuart and Pirjo Little, who bring a wealth of experience and enthusiasm to the group.

Achievements and performance

It wasn't supposed to be possible. Pilgrimage routes are supposed to take 10 to 15 years to establish. We had just over 15 months. Yet, on the 16th April 2017, Ron Ferguson opened the first section of the St Magnus Way, from Evie to Birsay, with one hundred people walking the first few miles that day.

With national and international coverage it quickly became apparent that the St Magnus Way was an idea that garnered significant support and enthusiasm, both locally and further afield. The following day a group of 40 braved the snowflakes to walk the full section, finishing in bright sunshine.

The next section, from Birsay to Dounby was launched in partnership with the Orkney Folk Festival, beginning with a concert in St Magnus Kirk and walking in a tar meltingly hot day.

Dounby to Finstown kicked off with Dounby School in attendance for concert courtesy of local pupils and a Norwegian string quartet, in partnership with the St Magnus International Festival. The schoolchildren accompanied us for the first few miles before the pilgrims walked in showers through Harray to Finstown.

A talk on Magnus and Hakon set us up for the fourth section launch on a thoroughly wet August day, as we climbed over Keelylang from Finstown to Orphir.

We then were treated to a book launch in Orphir, tying in with the Science Festival, before walking around the flow to Kirkwall and the cathedral.

The last few yards of the pilgrimage route were repeated as we walked from St Olaf's Wynd to the Cathedral accompanied by the Pipe Band, joining the annual St Lucy's Day tree lighting service.

Throughout these launches, as well as the considerable preparatory work in between, it became clear that the age of pilgrimage is far from over. Pilgrimage allows time to ask the deeper questions, to reflect on what has been and what is yet to come, to take stock and draw breath,

and find a place of reconnection in the midst of the many demands of life.

As well as launching the physical routes, we launched a website, www.stmagnusway.com, writing over 125 resources for it and the smartphone app. Whilst the design and functionality of the app was disappointing and frustrating (a new version is planned for next year), the website vastly exceeded our expectations.

We are delighted with the website in general and the resources filter in particular. The work required to commission this was greater than initially envisaged but the solution exceeds our expectations and is well able to cope with the resources that continue to be generated for the website.

Our facebook page grew from 408 likes in February to 651 likes on 13th April and, following the successful launch weekend, 824 likes by the 18th April. As of 27th September it has grown by a further 36% to 1,126 likes, the latest spike in attention being at the launch of the final section.

The website has now seen 5,217 users with 26,575 page views and an average session duration of just under 3 minutes. Of the UK visitors (85% of all visitors), over two thirds are from Scotland (69%) with the vast majority of the remainder from England (28%). One in three is a returning visitor and 15% are from outside the UK with the US, Canada, Australia, Norway, Germany and the Netherlands being the bulk of the other countries (10% of total).

We could not have asked for a more successful opening year. The challenge now is to place the organisation on a more sustainable footing, with a more modest pace to match. For all it has been a demanding first year, this is more than matched by the satisfaction of seeing the way in which people have responded so positively to the inception of the route.

Financial review

In our first year of operation we managed to secure a total of £35,263.86 in grants towards path improvements and online resources. A further £5,127.25 in unrestricted donations and grants brought our total income for the year to £40,391.11. Due to the demands of the workload of launching the St Magnus Way, some work we had planned to complete in 2017 has been deferred to 2018. This includes the second phase of our LEADER funded support, installing interpretation boards and stone waymarkers at the start points of the route and this explains the majority of the surplus restricted income of £12,714.41 since we are required to have match funding in place prior to approval from LEADER. Our accounts for the year are appended to this report and provide further detail on our income and expenditure.

Statement of the charity's policy on reserves

As a new charity we began with no funds at all. Within five years we hope to be running with six months operating costs in reserves. At present we have £3,437.35 in unrestricted funds, and most of our expenditure is restricted to funding applications for specific pieces of work. Our ongoing costs are very modest, relating to keeping the website hosted and supported and replacing waymarkers.

Future plans

In 2018 we plan a series of funding bids to improve the path as well as a reconfigured smartphone app to help navigate both the route and resources. A leaflet and guide book are also planned. As previously stated, as we move on from the initial phase of establishing the St Magnus Way we are keen to ensure that the pace of development is sustainable for a volunteer led charity, working in partnership with others wherever possible.

Additional information

We are enormously grateful to everyone who has supported us in our first year of operation. Special thanks to all the funders, landowners, contractors, volunteers and organisations who have worked with us to launch something truly memorable. Our aim in all of this is that the St Magnus Way should outlast all of us and be a resource for pilgrims for centuries to come.

Declaration

Signed on behalf of the charity trustees:



Print name

D G McNeish

Designation

Chair

Date

18th February 2018

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CHARTERED ACCOUNTANTS



Orkney Pilgrimage – SC047008

Independent Examiner's Report

Independent examiner's report to the trustees of Orkney Pilgrimage

I report to the charity trustees on my examination of the accounts of the Orkney Pilgrimage (the Trust) for the period from 23 November 2016 to 31 December 2017.

Respective Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts in accordance with the terms of the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006. The charity trustees consider that the audit requirement of Regulation 10(1) (d) of the 2006 Accounts Regulations does not apply. It is my responsibility to examine the accounts as required under section 44(1) (c) of the Act and to state whether particular matters have come to my attention.

Basis of Independent Examiner's Statement

My examination is carried out in accordance with Regulation 11 of the 2006 Accounts Regulations. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeks explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently I do not express an audit opinion on the view given by the accounts.

Independent Examiner's Statement

In the course of my examination, no matter has come to my attention

1. which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with Section 44(1) (a) of the 2005 Act and Regulation 4 of the 2006 Accounts Regulations
- to prepare accounts which accord with the accounting records and comply with Regulation 9 of the 2006 Accounts Regulations

have not been met, or

2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Steven J Sinclair

BA, CA

1-3 East Road, Kirkwall, Orkney

16 May 2018



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Orkney Pilgrimage

SC047008

Receipts and Payments Accounts

For the period 23 November 2016 to 31 December 2017



Statement of Receipts and Payments

	Unrestricted Funds	Restricted Funds	Total Funds
Receipts			
Donations	4,064.25	0.00	4,064.25
Receipts from fundraising activities	63.00	0.00	63.00
Grants	1,000.00	35,263.86	36,263.86
Total Receipts	<u>5,127.25</u>	<u>35,263.86</u>	<u>40,391.11</u>
Payments			
Grants	0.00	22,549.45	22,549.45
Payments relating directly to charitable activities	1,636.55	0.00	1,636.55
Governance costs:			
<i>Other</i>	53.35	0.00	53.35
Total Payments	<u>1,689.90</u>	<u>22,549.45</u>	<u>24,239.35</u>
Surplus for period	<u><u>3,437.35</u></u>	<u><u>12,714.41</u></u>	<u><u>16,151.76</u></u>

Orkney Pilgrimage

SC047008

Statement of Balances

For the period 23 November 2016 to 31 December 2017



Cash Funds

	Unrestricted Funds	Restricted Funds	Total Funds
Surplus shown on receipts and payments account	3,437.35	12,714.41	<u>16,151.76</u>
Bank Balance at end of period			<u>16,151.76</u>

	<i>Signature</i>	<i>Print name</i>	<i>Date of Approval</i>
Signed on behalf of all the trustees		Rev David McNeish	18 Feb 2018

Orkney Pilgrimage

SC047008

Notes to the Accounts

For the period 23 November 2016 to 31 December 2017



Grants	Type of activity supported	Institution	No of grants made	£
	purchase of 9 bluetooth beacons installing the smartphone app and associated running costs.	Birsay Community Council	1	225.00
	fencing, scrub clearance of initial part of the Way	Shepherd & Wedderburn	1	5,000.00
	waymarkers	Groundwork UK	1	6,000.00
	purchase of 7 bluetooth beacons	Friends of St Magnus	2	9,631.58
	interpretation boards, beacons & sculpture at Tingwall	Kirkwall & St Ola Community Council	1	175.00
	match Leader funding	Rousay Egilsay & Wyre Development Trust	1	3,725.20
	app, website development, hosting, domain registration	Church of Scotland	1	5,000.00
		OIC - Leader	2	4,089.58
	Installation of steps near Whitaloo	Paths for All	1	1,125.00
	contribution towards beacons	Harray & Sandwick Community Council	1	292.50
				<u>35,263.86</u>

Trustee remuneration & expenses

No remuneration or expenses were paid to the Trustees during the period.

Orkney Pilgrimage

SC047008

Additional Analysis

For the period 23 November 2016 to 31 December 2016



Analysis of receipts and payments

Donations

	Unrestricted	Restricted	Total
Evie Friendship Club	26.50	0.00	26.50
Launch of pilgrimage route donations	147.14	0.00	147.14
Stewardship Services (online donations)	70.22	0.00	70.22
Rotary Club of Orkney	520.00	0.00	520.00
Concert @ The Reel	422.00	0.00	422.00
Unite - Orkney Composite Branch	150.00	0.00	150.00
R C Diocese of Aberdeen	2,000.00	0.00	2,000.00
St Magnus Cathedral	488.39	0.00	488.39
St Magnus Cathedral Guild	40.00	0.00	40.00
Firth & Stenness Community Council	200.00	0.00	200.00
	<u>4,064.25</u>	<u>0.00</u>	<u>4,064.25</u>

Grants

Birsay Community Council	0.00	225.00	225.00
Shepherd & Wedderburn (SSPCK)	0.00	5,000.00	5,000.00
Groundwork UK	0.00	6,000.00	6,000.00
Society of the Friends of St Magnus Cathedral	0.00	9,631.58	9,631.58
Kirkwall & St Ola Community Council	0.00	175.00	175.00
Rousay Egilsay & Wyre Development Trust	0.00	3,725.20	3,725.20
Church of Scotland	1,000.00	5,000.00	6,000.00
OIC - Leader	0.00	4,089.58	4,089.58
Paths for All	0.00	1,125.00	1,125.00
Harray & Sandwick Community Council	0.00	292.50	292.50
	<u>1,000.00</u>	<u>35,263.86</u>	<u>36,263.86</u>

Gross Receipts from other charitable activities

Coaster sales	63.00	0.00	63.00
	<u>63.00</u>	<u>0.00</u>	<u>63.00</u>

Payments relating directly to charitable activities

waymarkers	0.00	4,527.99	4,527.99
beacons	0.00	1,620.00	1,620.00
fencing, scrub clearance - Groundwork UK	622.11	8,000.00	8,622.11
website development services	11.94	8,401.46	8,413.40
path development	1,002.50	0.00	1,002.50
other	53.35	0.00	53.35
	<u>1,689.90</u>	<u>22,549.45</u>	<u>24,239.35</u>

Orkney Pilgrimage

SC047008

Additional Analysis

For the period 23 November 2016 to 31 December 2017



Breakdown of restricted funds

	Birsay Community Council	Shepherd & Wedderburn (SSPCK)	Groundwork UK	Society of the Friends of St Magnus Cathedral	Kirkwall & St Ola Community Council	Rousay Egilsay & Wyre Development Trust	Church of Scotland
Receipts							
Grants	225.00	5,000.00	6,000.00	9,631.58	175.00	3,725.20	5,000.00
<i>Total Receipts</i>	<u>225.00</u>	<u>5,000.00</u>	<u>6,000.00</u>	<u>9,631.58</u>	<u>175.00</u>	<u>3,725.20</u>	<u>5,000.00</u>
Payments							
Payments relating directly to charitable activities	225.00	3,703.14	8,000.00	4,527.99	175.00	50.00	1,386.24
<i>Total Expenditure</i>	<u>225.00</u>	<u>3,703.14</u>	<u>8,000.00</u>	<u>4,527.99</u>	<u>175.00</u>	<u>50.00</u>	<u>1,386.24</u>
Net receipts/(payments)	0.00	1,296.86	-2,000.00	5,103.59	0.00	3,675.20	3,613.76
Transfers to/from funds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Surplus/(deficit) for period	0.00	1,296.86	-2,000.00	5,103.59	0.00	3,675.20	3,613.76

OIC - Leader	Paths for All	Harray & Sandwick Community Council	Total Restricted Funds
4,089.58	1,125.00	292.50	35,263.86
4,089.58	1,125.00	292.50	35,263.86

4,189.58	0.00	292.50	22,549.45
4,189.58	0.00	292.50	22,549.45

-100.00	1,125.00	0.00	12,714.41
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0.00	0.00	0.00	0.00
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-100.00	1,125.00	0.00	12,714.41
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