



Orkney Pilgrimage

Trustees' Annual Report

For the year ended 31st December
2019

Charity contact information

Orkney Pilgrimage
Scottish Charity Number: SC047008
Woodwyn
Harray
ORKNEY
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Charity Trustees on date of approval of Trustees' Annual Report

Caroline Butterfield
Donna Flett (Treasurer)
Sarah Jane Gibbon
Jane Liptrot
Pirjo Little
Stuart Little (appointed as Chair on 22nd January 2020)
Fraser MacNaughton
Beryl Matthews (Secretary)
John Stockan

Other trustees who served throughout the period:

David McNeish, former Chair, resigned 22nd January 2020

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.

Achievements and performance

2019 was a very busy year and it has been very rewarding to see the many improvements and developments that have taken place. We have

- installed and commissioned new interpretation boards and stone waymarkers for each section of the route i.e. Egilsay, Gurness, Birsay, Dounby, Finstown and Orphir
- An interpretation board was installed and commissioned at Tingwall

The stone waymarkers were the work of Frances Pelly and the graphics for the interpretation boards were done by Iain Ashman and we are grateful for their fine artistry which adds so much to the St Magnus Way experience

- organised and run 6 guided walks to coincide with the commissioning of the interpretation boards and stone waymarkers

- improved the path with a new path cut and steps with handrails installed at Whitaloo and improved drainage of land at Naversdale
- reviewed and agreed a restructuring of the administration of the St Magnus Way
- developed a cycling version of the St Magnus Way to be launched in 2020
- continued work on commissioning a pilgrim table and a book to register pilgrimages, to be installed at St Magnus Cathedral for the walking season of 2020
- distributed leaflets for the St Magnus Way
- further developed the smartphone application for the route with an upgraded Bluetooth application which proved to be problematic and in 2020 we will upgrade to a GPS based system
- worked successfully with the Police to resolve vandalism in the Waulkmill area
- had 3 Trustees complete a certified First Aid training course
- delivered a presentation in September to the Scottish Episcopal Church Pilgrimage Conference
- were represented at the Annual Conference of the Scottish Pilgrimage Routes Forum

Structure, governance and management

Type of governing document

As a single tier Scottish Charitable Incorporated Organisation we are governed by a written constitution.

Trustee recruitment and appointment

Our trustees have a diverse range of experience and are recruited to meet the needs of the charity from interested Orcadian residents. One-third (being the longest in office since last appointment or re-appointment) together with those appointed since the previous annual general meeting retire at each annual general meeting but are eligible for re-appointment and are deemed to be re-elected at the next board meeting unless they advise the board that they do not want to be re-elected or a resolution for that person's re-appointment is put to the board and is not carried.

Financial review of 2019/20

In our third year of operation we managed to secure a total of £15,873.88 in grants towards path improvements, online resources and the construction of interpretation boards and stone waymarkers. A further £3,464.99 in unrestricted donations and merchandise sales brought our total income for the year to £19,338.87. During the year we spent a total of £26,423.27 the majority of which related to the construction of interpretation boards and stone waymakers. 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

It is the trustees' policy that, within five years of being established, we should maintain sufficient reserves to cover the next six months' operating costs. At 31 December 2019, the total reserves of £6,137.71 were sufficient to cover the next six months' planned expenditure.

Future plans

Working with landowners we plan to improve sections of the path where coastal erosion has made the path more difficult to walk safely and to install gates where fences have to be crossed.

A cycling version of the St Magnus Way will be launched fully and eventually fully integrated into the website and app.

A sub group looking at and developing our resources will be established. It will eventually review the content of the website and app and make such alterations as are necessary.

A full review of our policies and constitution will be undertaken and where appropriate changes made.

Our IT administrator will be developing the website, app, Facebook and Instagram accounts.

Further work on developing a virtual St Magnus Way will be undertaken to enable those not physically able to walk the pilgrimage route to engage with the stunning scenery and resource materials from the comfort of their own home and enable those yet to walk the route an enhanced pre walk appreciation of the Way.

The Pilgrim Table in the Cathedral with log book, completion certificates, information, reflective resources, a donations box and leaflets is nearing completion. We plan to install a temporary table with all this material in the next year and in future commission a bespoke table for this project.

We would like to develop income generation by developing our merchandise. A website shop would be ideal and so would be having more local shops being willing to sell our products without excessive margins for themselves. We have, for sometime, realised that we have insufficient manpower for developing this area and despite asking some people and advertising on our Facebook page and through Voluntary Action Orkney we have yet to find someone willing to take this on.

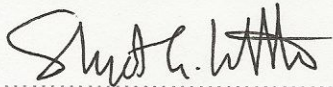
Additional information

We are enormously grateful to everyone who has supported us. In particular our thanks go to all 13 speakers at the commissioning events and the Army Reserves that completed the work at Whitaloo. LEADER and local community councils are also thanked for their financing of the stone waymarkers and interpretation boards. 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

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity trustees:



Stuart Little, Chairman

Date..... 15th April 2020

ORCADIA

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 year ended 31 December 2019.

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

5 March 2020

Directors: Doris Hutchison CA, ATT

Steven J Sinclair BA, CA

Associate: Kazia J Watson CA, ATT

Registered in Scotland number SC272848

Registered Office: 1-3 East Road, Kirkwall, Orkney, KW15 1HZ

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*Registered to carry out audit work in the UK and regulated for a range of investment business activities
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Orkney Pilgrimage

SC047008

Receipts and Payments Accounts

For the year to 31 December 2019



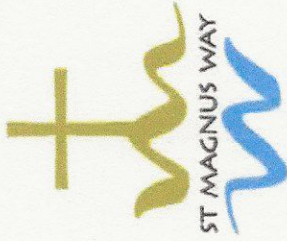
Statement of Receipts and Payments	Unrestricted Funds	Restricted Funds	Total Funds 2019	Total Funds 2018
Receipts				
Donations	2,975.09	0.00	2,975.09	4,108.71
Receipts from fundraising activities	489.90	0.00	489.90	1,558.50
Grants	0.00	15,873.88	15,873.88	4,540.62
Total Receipts	<u>3,464.99</u>	<u>15,873.88</u>	<u>19,338.87</u>	<u>10,207.83</u>
Payments				
Payments relating directly to charitable activities	4,736.38	21,646.89	26,383.27	13,097.48
Governance costs:				
<i>Other</i>	40.00	0.00	40.00	40.00
Total Payments	<u>4,776.38</u>	<u>21,646.89</u>	<u>26,423.27</u>	<u>13,137.48</u>
Deficit for year	<u>-1,311.39</u>	<u>-5,773.01</u>	<u>-7,084.40</u>	<u>-2,929.65</u>

Orkney Pilgrimage

SC047008

Statement of Balances

For the year to 31 December 2019



Cash Funds	Unrestricted Funds	Restricted Funds	Total Funds 2019	Total Funds 2018
Balance 31 December 2018	6,576.28	6,645.83	13,222.11	16,151.76
Deficit shown on receipts and payments account	-1,311.39	-5,773.01	-7,084.40	-2,929.65
Balance 31 December 2019	<u>5,264.89</u>	<u>872.82</u>	<u>6,137.71</u>	<u>13,222.11</u>
Bank balance at end of year			<u>6,137.71</u>	<u>13,222.11</u>

Signature	Print name	Date of Approval
<i>Stuart G. Little</i>	Stuart Little	15 th April 2020

Signed on behalf of all the trustees

Orkney Pilgrimage

SC047008

Notes to the Accounts

For the year to 31 December 2019



Grants	Type of activity supported	Institution	2019		2018	
			No of grants made	£	No of grants made	£
	bluetooth beacons waymarkers	Evie & Rendall Community Council			3	171.25
	bluetooth beacons	Evie & Rendall Community Council			3	684.37
	installation of steps near Whitaloo destination Dounby Interpretation boards	Orphir Community Council			1	112.50
	fencing, scrub clearance of initial part of the Way	Paths for All			1	375.00
	app, website development, hosting, domain registration	Birsay Community Council			1	190.40
	app programming	Groundwork UK			1	2,000.00
	stone waymarkers & interpretation boards	OIC - Leader	3	5,289.36	1	317.10
	destination Dounby interpretation boards	Evie & Rendall Community Council			3	690.00
	St Magnus Way Piecekeepers - volunteer support	OIC - Leader	2	7,308.74		
	interpretation board	Harray & Sandwick Community Council	1	380.70		
	stone waymarkers & interpretation boards	Voluntary Action Orkney - Small Grants Scheme	1	500.00		
		Orphir Community Council	1	537.50		
		Evie & Rendall Community Council	1	<u>1,857.58</u>		
				<u>15,873.88</u>		<u>4,540.62</u>

Trustee remuneration & expenses

No remuneration was paid to the Trustees during the year. Expenses were reimbursed as follows:

	2019		2018	
	Number of trustees	£	Number of trustees	£
Expenses & mileage	2	<u>542.75</u>	0	<u>0.00</u>

Orkney Pilgrimage

SC047008

Additional Analysis

For the year to 31 December 2019



Analysis of receipts and payments

	Unrestricted	Restricted	Total
Donations			
Gift Aid Donations	2,400.00	0.00	2,400.00
Orkney Heritage Society	50.00	0.00	50.00
Stewardship Services (online donations)	48.50	0.00	48.50
Miscellaneous	326.83	0.00	326.83
Inauguration of stonewaymarkers & interpretation boards at each section of the pilgrimage route donations	149.76	0.00	149.76
	<u>2,975.09</u>	<u>0.00</u>	<u>2,975.09</u>
Grants			
Evie & Rendall Community Council	0.00	1,857.58	1,857.58
Orphir Community Council	0.00	537.50	537.50
Harray & Sandwick Community Council	0.00	380.70	380.70
Voluntary Action Orkney - Small Grants Scheme	0.00	500.00	500.00
OIC - Leader	0.00	12,598.10	12,598.10
	<u>0.00</u>	<u>15,873.88</u>	<u>15,873.88</u>
Gross Receipts from other charitable activities			
Merchandise	489.90	0.00	489.90
	<u>489.90</u>	<u>0.00</u>	<u>489.90</u>
Payments relating directly to charitable activities			
waymarkers	366.00	0.00	366.00
website development services	1,393.84	2,503.52	3,897.36
path development	885.20	450.47	1,335.67
stonewaymarkers & interpretation boards	148.90	18,368.01	18,516.91
leaflets	202.24	275.36	477.60
other	1,780.20	49.53	1,829.73
	<u>4,776.38</u>	<u>21,646.89</u>	<u>26,423.27</u>



**ONLINE
REPORT
2019**

**ST MAGNUS WAY
ORKNEY**



ABOUT ST MAGNUS WAY

The St Magnus Way is a long-distance pilgrimage route through Mainland Orkney, following the story of St Magnus and giving time and space for reflection on the journey. You are welcome to join us wherever you are in the world and wherever your path has taken you thus far.

THIS REPORT

We'll start with a summary of the data, then go through some of the highlights and key statistics. After spotlighting our accomplishments, we'll move on to each aspect in detail, beginning with Facebook, then discussing our website and app respectively. Finally, we will put forth some recommendations for the coming year based on the evidence gathered and a strategy to achieve these goals including who will implement this.

SUMMARY

Our mission is to grow our Facebook page, increasing the level of interaction people have with the St Magnus Way, and spread awareness of the route among locals and visitors alike. We need to tailor the website to fulfil our needs by working with the developers, identifying gaps in our offer and enhancing the site to meet and exceed expectations. Like the website, the app needs to integrate with our social media channels and hold users' attention longer than "one use" downloads by providing news updates, for example.

2019 HEADLINES

Facebook likes
increased by

15.75%

Website views were
down by

6.35%

Average app session
lasted

7 mins 11 secs

OUR APPROACH

Alasdair is currently managing the Facebook page and is learning more about the audience each time he posts. He would like to get Instagram set up again because its hashtag system and younger demographic will increase the reach and appeal of the St Magnus Way in a different audience.

The aim of social media is not an end in itself. Engagement with St Magnus Way events is the primary objective.

As was demonstrated in a recent post, a lot of people are unaware that we even have merchandise. This means we need to increase awareness of our range and where/how people can purchase St Magnus Way branded items.

Demographics – middle aged/older people use Facebook, younger people use Instagram/Twitter

Consumer preference – smartphone usage is on the rise. They expect to be able to buy online – i.e. merchandise – personalised products and sustainable wares. Local products with origin narratives are good.

Access – people should know how/who to contact, where/how to buy merchandise.

We need to lure people away from smartphones and into attending our events!



FACEBOOK SUMMARY



A breakdown of our Facebook performance for 2019.

Views in 2019 peaked in May 2019 where there were 327 in one day. November 2019 had very low views.

Most people were referred by Facebook. Other sources i.e. Google, Bing, stmagnusway.com were tied in second.

The number of likes plateaued until about April, then steadily grew until the middle of June.

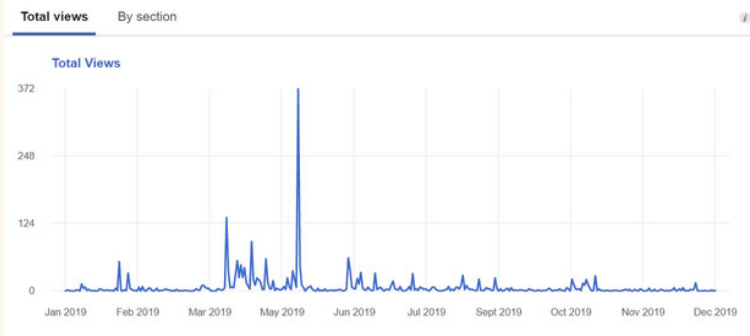
There was a peak of 14, 440 people reached on 17 January 2019.
8, 216 on 3rd April.
1, 765 on 6th February.
1, 345 on 14th June.
1, 187 on 21st August.
1, 026 on 13th May.

2nd April (photo) "A HUGE thanks goes to the men of 10...". 24.7k reach, 1k reactions/comments/shares.
6th February (photo) "St Magnus Way events for 2019". 3.1k reach, 173 reactions/comments/shares.

FACEBOOK ANALYSIS

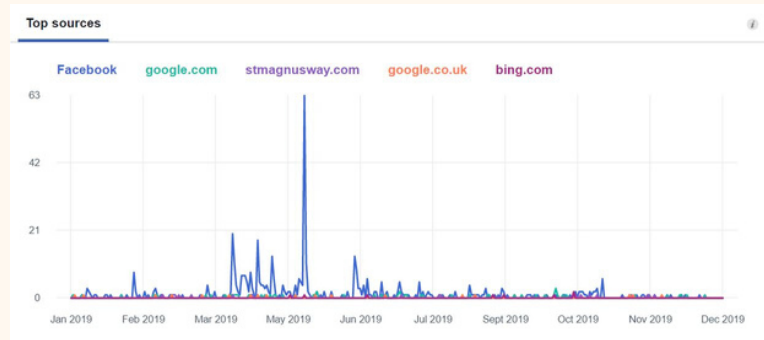


An in-depth look at key points of interest



Views

Sources



Likes

Reach



Top Posts

07/04/2019 19:14	Many thanks to the St Magnus Way volunteers that turned up yesterday to			998		65 58
02/04/2019 16:21	A HUGE thanks go to the men of 10 (Lovat Scouts) Field Troop RE, 71			24.7K		6.8K 1K
22/03/2019 21:54	St Magnus Way latest news. An updated list of events for 2019 is now			1.4K		78 54
19/03/2019 17:17	Mark Calder is running the St Magnus Way on April 16th as part of his 14			869		38 24
19/03/2019 16:01	There are still places available on the guided Orkney pilgrimage based on			1.1K		76 30
06/02/2019	St Magnus Way events for 2019 To			3.1K		421

WEBSITE SUMMARY

A breakdown of our website performance for 2019



Search engines were the greatest access portal with 56.8 per cent of visitors finding us through Google/Bing/Safari etc.

We had slightly more “new visitors” vs “returning visitors” in 2019 vs. 2018. There were more users and more “new users”

Languages (ranked): English (UK), English (US), English (Ca), German (G), English (Au), Norwegian (Bk), Dutch etc.

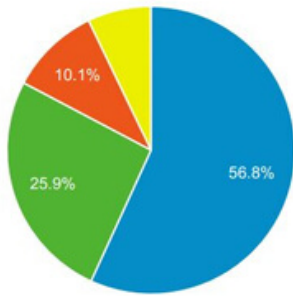
Most popular pages to least:
Home, The Route, Evie to Birsay, Orphir to Kirkwall, Egilsay (+228.4 per cent!), Birsay to Dounby, Finstown to Orphir, Dounby to Finstown, Resources, News

Social media became more important to us in driving traffic to the site in 2019 going from 7.8 per cent in 2018 to 10.1 per cent last year.

WEBSITE ANALYSIS

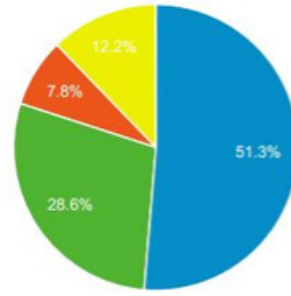
An in-depth look at key points of interest

1 Jan 2019 - 31 Dec 2019



- Organic Search
- Direct
- Social
- Referral
- Email
- (Other)

1 Jan 2018 - 31 Dec 2018



- Organic Search
- Direct
- Social
- Referral
- Email
- (Other)

Users

7.99%
5,160 vs 4,778



New Users

8.83%
5,125 vs 4,709



Language	Users	% Users
1. en-gb		
01-Jan-2019 - 31-Dec-2019	3,044	58.91%
01-Jan-2018 - 31-Dec-2018	2,490	52.03%
% Change	22.25%	13.23%
2. en-us		
01-Jan-2019 - 31-Dec-2019	1,665	32.22%
01-Jan-2018 - 31-Dec-2018	1,609	33.62%
% Change	3.48%	-4.15%
3. en-ca		
01-Jan-2019 - 31-Dec-2019	59	1.14%
01-Jan-2018 - 31-Dec-2018	34	0.71%
% Change	73.53%	60.73%
4. de-de		
01-Jan-2019 - 31-Dec-2019	56	1.08%
01-Jan-2018 - 31-Dec-2018	39	0.81%
% Change	43.59%	33.00%
5. en-au		
01-Jan-2019 - 31-Dec-2019	49	0.95%
01-Jan-2018 - 31-Dec-2018	27	0.56%
% Change	81.48%	68.10%

Page	Views
1. /	
01-Jan-2019 - 31-Dec-2019	5,303 (26.12%)
01-Jan-2018 - 31-Dec-2018	5,405 (24.93%)
% Change	-1.89%
2. /route	
01-Jan-2019 - 31-Dec-2019	2,007 (9.89%)
01-Jan-2018 - 31-Dec-2018	2,062 (9.51%)
% Change	-2.67%
3. /route/evie-to-birsay	
01-Jan-2019 - 31-Dec-2019	1,462 (7.20%)
01-Jan-2018 - 31-Dec-2018	2,054 (9.48%)
% Change	-28.82%
4. /route/orphir-to-kirkwall	
01-Jan-2019 - 31-Dec-2019	1,080 (5.32%)
01-Jan-2018 - 31-Dec-2018	1,392 (6.42%)
% Change	-22.41%
5. /route/egilsay	
01-Jan-2019 - 31-Dec-2019	936 (4.61%)
01-Jan-2018 - 31-Dec-2018	285 (1.31%)
% Change	228.42%

APP SUMMARY



A breakdown of our app performance for 2019.

There were no users until 11th October 2019, then there was steady/fast growth until 6th November where it dropped off until 6th December and grew again until 29th.

In the average month there were 24 active users of the app, in the average week there were 11 .

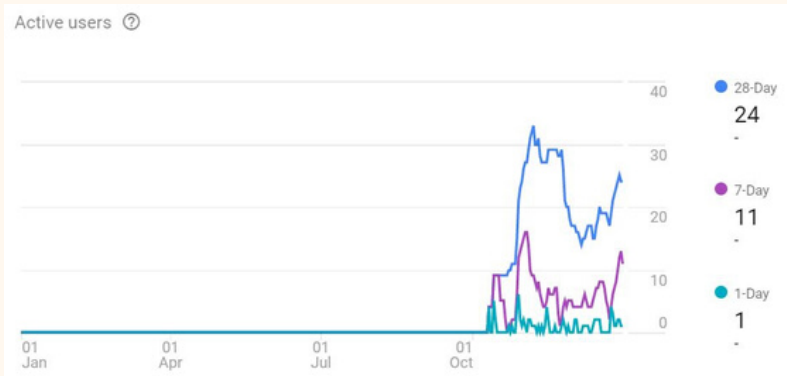
The average duration of engagement with the app was 7 minutes and 22 seconds.

Most downloaded the app direct via a link from the website or elsewhere (53) whereas the rest downloaded as a result of a Google Play search (7). The majority used the app from the UK (60), followed by the US (11) and two users from Ireland.

52 per cent of users had the app on Android and 48 per cent on iOS.

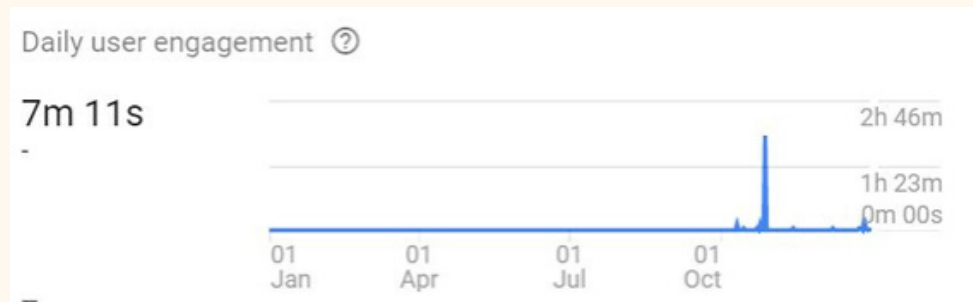
APP ANALYSIS

An in-depth look at key points of interest



Active Users

Engagement

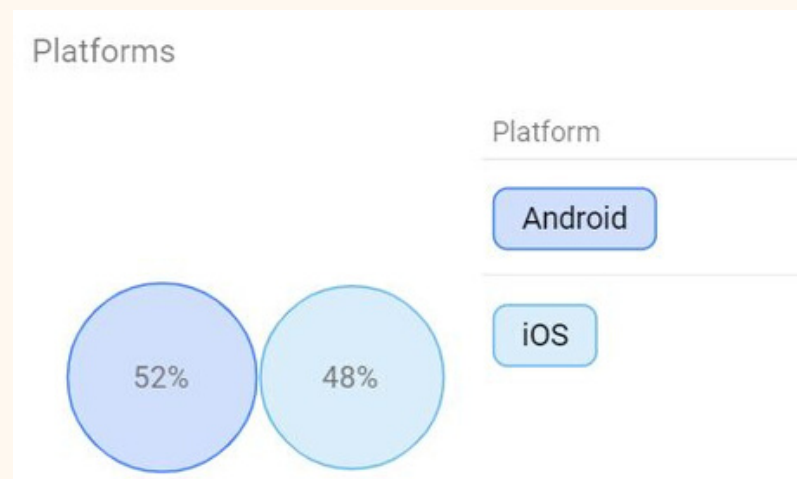


Acquisition

Source	first_open conversions
(direct)	53
google-play	7

Access

Platforms



2020 GOALS

Our goals for 2020

FACEBOOK

Consistency, website integration, more engaging content, develop video content.



WEBSITE

Use social media to link to website, increase returning traffic, get more page views.



APP

Increase usage of the app by creating more consistent, up to date content across all sections of the route. Encourage engagement with the app all year round both on and off the walk.

NOTES TO DATA GATHERED

Where and how St Magnus Way accessed data used to make up report

1. Facebook

The data can be reviewed using the "Insights" tab if you have admin access to the Facebook page. Ensure to set the date parameters to last calendar year (1st Jan 2019 - 31st December).

2. Website

NB Communication emailed through the website statistics for 2019.

3. App

App statistics were provided by Firebase.



THE ST MAGNUS WAY TEAM

Meet the people who make up our team



Stuart



Caroline



Donna



Fraser



John



Beryl



Jane



Pirjo



Sarah Jane

2019 Annual Report



Alasdair



Edward