eden project

Annual Review

2006/2007

The Eden Trust: Registered Charity No. 1093070

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Eden is about spectacle, education, the application of science and social change; its plants represent the world's greatest collection of plants useful to man ever gathered in one place. A place where facts can be trusted and discussion remain open.

Tim Smit, Chief Executive

List of funders 2006/07

During the year to 25 March 2007 the following funders provided financial support to a variety of projects, many of which have been mentioned in this report. Many other supporters have played a part in Eden's development and further details of all our funders to date are included on Eden's website and in the guide book sold on site. Only with their help and co-operation are we able to further our charitable work.

Agricultural Futures Review
Arts Council
BBC
BOC Foundation
BP Biofuels
Bromley Trust
BT
Building Research
Carnegie UK Trust
Cornish Horticultural Enterprises
Cornwall County Council
Cornwall Research Fund/
European Social Fund
Department of Communities
and Local Government
Department of Environment,
Food and Rural Affairs
Department for International Development
Development Awareness Fund
English Heritage
European Agricultural Guidance and
Guarantee Fund/(Objective One,
Cornwall)
European Regional Development Fund,
Interreg IIIC
European Regional Development Fund
/(Objective One, Cornwall)
GUS Charitable Trust
Hardy Wine Co/Banrock Station
JHA Innovations Ltd
Kellogg Company
Millennium Commission
Project SRI Build
Restormel Borough Council
Rio Tinto
Rolls Royce
SITA Trust
South West Regional Development Agency
Syngenta Foundation
The Big Lottery Fund – Living Landmarks
The Drapers' Company
The Ernest Cook Trust
The John Ellerman Foundation
The Wolfson Foundation
University of Exeter
Viridor Credits
Wellcome Trust

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Chief Executive's Overview

We live in exciting times. The year 2006/2007 will be remembered as the year of the Stern Report on the Economics of Climate Change and when the world spectacularly rediscovered the environment as an issue to get excited about. Boardrooms, offices and living rooms across the globe have it as one of the main topics for discussion, initiative and action (in that order).

Watching The Rolling Stones come to the end of their latest world tour made me pause for thought. The rock 'n' roll generation, with its rebel yell of 'live fast, die young' a distant memory, as it has slowly slipped into the establishment it once set itself against. Everywhere you look the leaders of business, government and society are the children of the sixties, almost all of them infected with a little bit of the spirit of that activist and much romanticised age. As I write this, coming up to my 53rd birthday, I am painfully aware of the compromises most of us have made faced with the pressures of making a living.

Eden is six years old. The tens of thousands of schoolchildren and the nearly nine million visitors who have crossed our threshold in that time serve as a reminder that it is a project of the moment. While being humbled and delighted in equal measure at the awards and recognition we have received over the last few years, the overriding driver for all who work here and for all those who support us is that we are at a crucial moment in world history and awards will have a hollow ring if we can't make a real difference.

Eden is about spectacle, education, the application of science and social change; its plants represent the world's greatest collection of plants useful to man ever gathered in one place. A place where facts can be trusted and discussion remain open. Our values are the simple ones of kindness, respect, generosity and courtesy married to an unwavering desire to be independent and apolitical. Nothing radical there, sounds pretty conservative (with a small c) to me.

But… burning like a forest fire underneath all this is a passion to bring together the battalions of business with the forces of social responsibility to forge a new social contract capable of harnessing the power and expertise of the former to the needs of the latter. The true radical today needs to cast off the tired and worn-out labels of left and right and dream anew, and many are starting to do so.

We hope this spirit will be embodied in the last and greatest building inside the Eden crater – the Edge, a building, an environment and an experience that focuses on two major themes: what does living within limits mean and what can we learn from a past that has shaped us psychologically to become the most adaptive species of all? What might the future look like, and can we meet the challenges ahead? In short, do we deserve the title Homo sapiens?

I spoke of the desire to reignite a burning idealism, not simply to become an agency of small iterative changes. I want kindred spirits to help us, to join us, to believe we and they, together, can make a difference – and soon. We need swash and buckle, we need a light in our eyes and the firm conviction that life is worth living and can be better still. I/we want to live fast and die old, comfortable in the knowledge that we gave it our best shot.

Tim Smit, Chief Executive

Background and ambitions

The Eden Trust, an educational charity, was established to build and operate the Eden Project as one of the Landmark Millennium projects to mark the year 2000 in the UK.

The core statement of the charitable aims of the Eden Trust is 'to promote public education and research in flora, fauna and other aspects of the natural environment'. In other words the Eden Project exists to explore our dependence on the natural world, rebuilding connections of understanding that have faded from many people's lives. Much of our site tells the story of how plants support our social, economic and environmental well-being. An awareness that we need to sustain the things that sustain us will be one of the crucial factors in facing the challenges that the future will bring, such as climate change.

We also explore how, in the face of this knowledge, people might reach an understanding of what sustainability can mean in practice, and we are creating an organisation that engages with the challenge of working as a sustainable social enterprise and related areas of interest such as local sourcing, renewable energy and waste management.

The Project communicates its stories in a 'Living Theatre of Plants and People' based in a worked-out Cornish clay pit in which nestle two vast greenhouses (Biomes). These Biomes feature plants, crops and landscapes from the humid tropics and warm temperate regions and act as a backdrop to the outdoor temperate landscape (also technically a 'Biome') which mirrors our UK environment. Eden uses exhibitions, art, storytelling, workshops, lectures and events to present themes and topics to the public and to more formal education groups. The aim is to work with the widest possible public audience and together learn about the need for environmental care through celebrating what nature gives to us.

Faced with this broad-ranging ambition, we have responded by evolving working practices that we hope are both original and exciting. There are three essential elements to our approach, covered in detail further on:

Education programmes.
Operational practice.
Convening and acting as catalyst.

We aim to ensure that there are strong connections between each of these elements rather than allowing them to become silos of activity. Each sphere has to be aware of the broader context to ensure effective integration with the aims of the Trust. This is not just a conceptual ambition – the Project thrives upon visitor revenue, supplemented by Gift Aid, charitable grant awards, building relationships with corporate business and other donations.

Highlights of the Year

The year ended 25 March 2007 was another very busy, successful and challenging year for Eden. Over the page are some of the highlights.

I am confident that the Eden Project will continue to encourage a better understanding of the planet on which we live, to offer a vision of hope for the future, and to inspire us all to work to make this world a better place for everyone.

HM Queen Elizabeth II

Below: Climate Revolution is the umbrella theme for all our work on climate change.

Her Majesty the Queen opens the Core

On 1 June 2006 Her Majesty the Queen, accompanied by HRH The Duke of Edinburgh, visited Eden for the official opening of the new education building. Many of those people who helped to build the Core and those who work in the building were presented to the Queen on what proved to be a fantastic day for all concerned. As ever she seemed very knowledgeable and genuinely interested in what we had achieved in our first five years of opening and clearly enjoyed Tim Smit's inimitable welcome.

In return Her Majesty marked the occasion with the following words to be placed under the SEED – the giant granite sculpture by Peter Randall-Page – where they will remain with the messages of others until someone decides to lift the 70 tonnes at the heart of the Core and see what the people of 2006 thought about the world, Eden and its remarkable educational centre.

'I am confident that the Eden Project will continue to encourage a better understanding of the planet on which we live, to offer a vision of hope for the future, and to inspire us all to work to make this world a better place for everyone.' HM Queen Elizabeth II.

Mud Between Your Toes

This programme aims to combat the increasing alienation of children from their environment and the dangers arising from this. It reconnects young people, in and out of school, to their environment, enabling them to experience, understand and celebrate their sense of place in the natural world and human community, locally and globally. In June 2006 with the generous support of the Drapers' Company we held a successful fundraising dinner in the City of London to launch the programme.

Living Landmarks – The Edge

The Edge, Eden's spectacular final Biome, has been shortlisted as one of the final six projects in the Big Lottery Fund's Living Landmarks scheme. These projects are developing their plans for final submission to the Big Lottery Fund during 2007. A televised public vote will then take place towards the end of the year to select the winner. The Edge will be the centrepiece of Eden's Climate Revolution programme and will aim to move the climate change debate on from questions like 'who can we blame?' to exploring how mankind can rise to the challenge.

Climate Revolution

Related to the Edge, but preceding it, was the successful launch of Climate Revolution as the umbrella theme for all our work and educational programmes on climate change and energy across site. Highlights included improvements in our transport fleet, such as the switch to 100% biodiesel for our Land Train tractor, dedicated exhibits raising public awareness by covering key developments such as the Stern Review, the launch of our carbon offsets scheme in partnership with Climate Care, through which we have offset our own site's annual carbon emissions, and the planning for the UK's first green car show.

Above: Doubletrees School created a mural for the Core as part of our community engagement projects.

Volunteers are an important part of the Eden team and over the past 12 months their numbers have grown by 150%.

Community Development

Both a highlight of the year and, ongoing, a central part of all our work is how we engage and strengthen communities at a local level and more widely. We have hosted a variety of hard-to-reach groups from around the country - including homeless, excluded and young offenders. During the Time of Gifts season and well into the spring, we provided a platform for performance for almost 50 different local Cornish community-based choirs and brass bands. Our exhibit spaces provided a showcase for many local groups – including Shelterbox, Poltair School's 'Roots in Clay' art project and Hear Our Voice.

We have a partnership with the Sensory Trust, looking for ways we can improve on the accessibility and social inclusion aspects of our work and our site. Taking advantage of our inclusive design, the regional Strategic Health Authority used Eden to demonstrate how sufferers of chronic obstructive pulmonary disease can enjoy days out with their families in an accessible environment. At a national level, these projects have informed our continuing participation in the Carnegie Trust UK's Rural Action Research Programme on Community Regeneration.

At our nursery at Watering Lane we continue to host the excellent work of the People and Gardens social firm, and we plan to showcase more of their work at our site, including selling plants that they have produced through our shop.

This year marked the beginning of our participation in the Carnegie UK Trust's Rural Action Research Programme as part of the strand representing Remote and Peripheral Areas. The aim of this work is to help identify policy and practice to support rural community development, and to feed findings into the Carnegie Rural Commission.

Our work with the Bromley Trust on the development of a growing facility at Dartmoor prison also flourished, with the successful development of gardens and productive grounds.

Volunteers

In line with the priority set 12 months ago, a particular focus on volunteers in the financial year has seen this aspect of Eden's activity expand both in terms of volunteer numbers, which have grown by some 150% in the year to 122, and the range of activities in which they are involved. Volunteers are an important and valued part of the Eden team and further development of this area is planned for the coming years.

Rock 'n' Roll at Eden

The Eden Sessions have become part of the UK's summer music season – critically acclaimed, hugely well attended and a novel part of the way in which Eden attracts a different audience to hear its educational message. The 2006 Sessions were the most successful yet.

Achievements and performance

1. Education

Eden's education programmes present the need for environmental care to the widest possible public audience through celebrating what nature gives us – the focus is unashamedly on love and awe rather than guilt and fear, weaving expertise in horticulture, arts, media, science, technology, education and commerce in order to raise awareness and inspire people to action. The aim is to make the visitor experience personal, relevant and thought-provoking; in short, a voyage of discovery. This voyage of discovery ranges across major themes of great significance for our future:

- Climate change and energy
- Food, nutrition, health and well-being
- Biodiversity
- Natural resources

The 21st Century will be a time of radical change. Rising energy costs, changing demographics, escalating extinctions, global economic shifts, pandemics – these represent major challenges and are set against a background of climate change that may be the greatest challenge of all, one which will demand the best of all of us – our creativity, imagination and ingenuity, our understanding, science and technology, our enterprise, our humanity and our ability to maintain healthy communities.

Eden is a stage on which to illustrate the choices we can make to foster a better world, and we want those choices to be understood by all sections of society. In setting that goal, however, we know that we need to have a sophisticated understanding of the barriers to engagement that most people experience. Our role is to tackle these barriers by developing an interpretation and education programme that makes connections, illustrates choices and builds an understanding that we can rise to the challenge and face change with hope.

We seek to make the issues personal and relevant to visitors by making connections between, for example, tropical rainforests and their everyday lives. We encourage individuals to feel that it is worth getting involved because they can make a difference. It is also essential that the education mission supports our revenue needs by producing material that is attractive and engaging and helps maintain visitor numbers.

We use one of the oldest and most tried and tested forms of communication: storytelling, which helps to provide a sense of meaning in a world where fact alone is not enough to change it. We work with artists to create 'signposts' to new attitudes and ways of thinking. In order to provide a great experience for all ages, abilities and backgrounds, we work with the Sensory Trust (www.sensorytrust.org.uk) to find creative approaches to physical access and sharing information. Interactivity so often means 'computer' these days. We prefer to communicate face to face where we can. Our new team, the Pollinators, act as public performers, guides, storytellers and also as internal communicators to keep us all connected.

Our formal education programmes range from schools to Further and Higher Educational institutions. Our Friends team also runs educational workshops and activities aimed at adults.

Our successful schools programme hosts nearly 29,000 schoolchildren every year in our ground-breaking new building, the Core. Whilst education was planned at the heart of what Eden was to be all about, it never enjoyed the physical space and the building it deserved until we built the Core. It is a remarkable building which has had a remarkable effect on those who have experienced education there and those whose job it is to run those programmes and workshops.

We are also host 10,000 students annually in our expanding Further and Higher Education programmes and our Continuing Professional Development for Teachers. Topics include sustainable construction, food and agriculture, leisure and tourism, climate change and sustainable futures. We work with education organisations, locally, nationally and internationally. Local collaborations include: Cornwall County Council, Cornwall College, the Combined Universities of Cornwall, Duchy Rosewarne Horticultural College and the Royal Cornwall Hospital.

As well as being active in Cornwall, our educational outreach projects are national and international. The flagship is our Gardens for Life programme, which links schools, children, teachers and communities in Kenya and India with those in the UK around the theme of food production, food education, nutrition and global citizenship.

The effectiveness of our education programmes is evaluated in collaboration with the University of Exeter School of Education and Lifelong Learning.

Below: We prefer to communicate face to face where we can. Our new team, the Pollinators, act as public performers, guides and storytellers.

Above: '…a remarkable building which has had a remarkable effect…'

Our Eden Project Books range is taking stories to a much wider audience in the UK and beyond. There are now over 50 separate titles in print for adults and children. 11 new books were published in the year, both in hardback and paperback, and attracting very favourable reviews. Some examples:

> 'On rare occasions a special book introduces a vital new idea into the public consciousness. This is one of those books' – Baroness Susan Greenfield, Director, Royal Institution, of James Martin's *The Meaning of the 21st Century*
>
> 'Well written, entertaining and hugely important' – Zac Goldsmith, of Leo Hickman's *Final Call*.

Our on-site waste management programme, Waste Neutral, is not just an operational mantra but forms an essential element of Eden's public education programmes, with exhibits and interpretation being extended across the site. This important story is brought together in the 'Alchemy Centre', the exhibition space located opposite our waste compound.

We also run special education events. In summer 2006, for example, we supported a training course for Architects Sans Frontières that gave young architects and engineers the challenge to develop their own accommodation from piles of waste – not dissimilar to the realities that face real communities in disaster-struck areas. The students learn not only how to be efficient and creative with scarce resources, they learn that nothing can be achieved without collaboration, negotiation and trade and they get a powerful lesson in how societies can begin to rebuild themselves after trauma. We intend to make this summer school permanent.

Key impacts

1.16 million visitors (1.18 million 2005/6)

545 school visits (534 2005/6) involving some 28,940 (27,605 2005/6) children in organised groups

Visitor satisfaction scores – 88% (87% 2005/6) of visitors were 'very satisfied' or 'quite satisfied', 70% (68% 2005/6) felt that the admission price was 'excellent' or 'good' value for money, 77% (72% 2005/6) said they wanted to return, 43% (32% 2005/6) are now returning and 96% (95% 2005/6) said they would recommend Eden to friends and family

Approximately 19,000 school children in 74 schools on three continents working together as part of the Gardens for Life activity

8,776 visits (4,997 2005/6) from formal tertiary institutional education centres

37,559 visits (38,692 2005/6) from students in Further and Higher Education

11 new titles published under Eden Project Books banner

Climate Revolution and the Edge

One of the activities during the year has been the quest for the £50 million of Living Landmarks Lottery funding to help us build the Edge – it combines the furtherance of our educational ambitions, community aims and commercial consolidation.

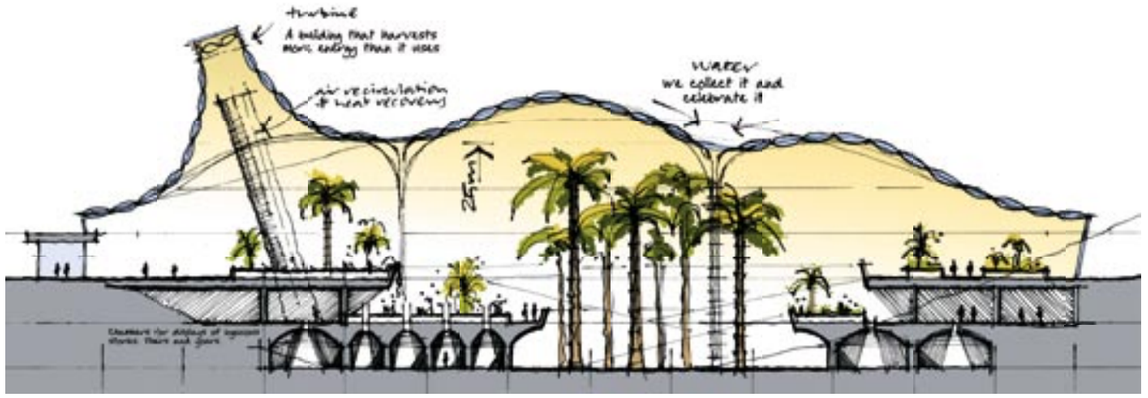
Eden has been successful in being shortlisted as one of the final six projects in the Big Lottery Fund's Living Landmarks scheme. These projects are developing their plans for final submission to the Big Lottery Fund during 2007, and Eden is gearing itself up for a major PR offensive, involving colleagues from many departments and disciplines throughout the organisation. A televised public vote will then take place towards the end of the year to select the winner.

This remarkable building – described as being 'not about climate change but because of it' – has a timely role to play in education, arguably a crucial one. As with the Core, within its exciting shell and richness of ideas, the Edge will provide us with some much-needed additional facilities – temporary exhibition spaces, covered performance spaces, meeting rooms and workshop rooms. These are all designed to allow us to give the Eden 'stage' to others to showcase their work and their ideas. It will allow us to expand and give a home to the work we have done on promoting social interaction and building connections between people as well as between people and nature.

There is a revolution coming. The lives of our communities, and especially of our children, will potentially change beyond recognition. This revolution is of our making perhaps, but is not under our control. It will be a time that will ask the best of us. In all of the debate about whose fault it is, or exactly what will happen by when, it is important to remember that it is the impacts and consequences of climate change that matter. We are therefore keen to get beyond the current level of debate and focus instead on what makes our world vulnerable. A crucial issue is that climate change threatens to increase the severity of problems that already stalk the earth – famine, flood, poverty, displacement, disease, extinctions, energy shortage and water shortage. The best solutions to climate change are solutions that also address these problems.

The Edge will be a building that challenges us to be the best we can. It will showcase the threats, but more importantly it will showcase the ideas and the spirit that give us hope and the ambition to work for positive change. It will provide us with the ability to work directly with community groups and young people's groups to develop capacity and demonstrate their own hopes, fears and solutions.

Below: An architect's impression of how The Edge could be realised.



Above: Den building at Eden encourages experiential and creative approaches to learning.

Mud Between Your Toes

Against the background of climate change and other global challenges there is also a quiet epidemic going on closer to home – our children are increasingly growing apart from nature, from each other and from us; glued to screens of all sorts; in a word, disconnected. Mud Between Your Toes aims to enable young people to experience, understand and celebrate their sense of place and purpose in the natural world and human community, locally and globally, linking the global perspective provided by Eden with young people's own environment. It will encourage experiential and creative approaches to learning in outdoor spaces – building knowledge and understanding of personal connections to distant places and the local area, skills for outdoor learning and play, and the motivation, self-esteem and self confidence required to work with others and to make positive choices for a sustainable and positive future.

In the short term the programme of activity manifests itself in a number of ways:

Stuck In the Mud – our schools programme exploring local wild places

Survive and Thrive – outdoor activities and survival skills courses for teenagers run by Eden and the Bishop's Forum Activity Centre, Goody Grove, West Cornwall

E-Dens – den building at Eden and at home by all the family

Special places – a project to collect images and memories of those special places we remember from our childhood so as to celebrate those places and to remind ourselves that children now need to find their own new special places

Partnerships and Outreach

Gardens for Life, school gardening for global citizenship, is our international schools project and continues to be the major flagship of Eden Project's outreach programme. Between May and July 2006 this was illustrated through an exhibition in the Core of the work of the 74 schools followed by a celebration with children and teachers to demonstrate the achievements of Cornwall's schools. The event was attended by representatives from schools in Bristol, Gloucestershire, India and Kenya creating a truly international experience.

Gardens for Life has produced a comprehensive CD 'toolkit' as a compilation of all the work of the pilot including case studies and detailed information. This attractive resource for schools is being disseminated through Development Education Centres in the UK and other partners and has been well received.

In October 2006, the evaluation by the University of Exeter confirmed the positive results of the three-year pilot activity. New schools are joining the programme in the UK and internationally. We continue to seek support for the growth of Gardens for Life.

Such outreach and collaborative programmes, with a diverse network of other organisations and individuals in the UK and overseas, allow us to deliver on charitable aims that are not easy within the confines of the pit (especially research); they allow us to reach audiences that could not come to us; sometimes they help with specific tactical issues that would otherwise cause problems – for example helping with our desire to achieve a greater ethnic reach, which is challenging given our location in Cornwall.

Mostly these collaborations are temporary, in the form of exhibitions and events, but some have a more permanent impact on our site. The most striking example is the WEEE Man sculpture, which has found its permanent home at our site after spending time in London. This was the outcome of a collaboration with the Royal Society of Arts, including participation on their major working party on waste. WEEE Man, designed by Paul Bonomini, is a huge robotic figure made from the 3.3 tonnes of Waste Electrical and Electronic Equipment that an average UK citizen will throw away in a lifetime. It is a deeply unsettling reminder that we cannot continue to live with our current ineffective systems of waste management.

We do some work away from our site. For example Eden has continued developing and leading the Dartmoor Prison Rehabilitation Project, funded by the Bromley Trust and supported by Business in the Community. The project is linked to the Cisco Systems-funded Network Academy at the prison – a link facilitated by Eden – and will bring social enterprises together to train prisoners and ex-offenders to produce and market food, providing a livelihood for people living on or beyond the edges of society, thus combining local regeneration, education and horticulture. The project has gained national attention as a potential model for rehabilitation and livelihood development. Dartmoor's organic growing plots within the prison are set to provide high-quality food for some residents of Princetown, just outside the walls, which suffers from very high levels of poverty, isolation and social breakdown.

Our overseas links are primarily chosen because they exemplify imaginative solutions to the problem of marrying social and economic development with environmental protection. For example we work with the Forest Restoration Research Unit in Thailand who are showing how communities can encourage the regrowth of devastated rainforests, while at the same time rethinking their models of how to live from, and with, forests without destroying them. Their experience of seeing their natural resources destroyed at their own hands, and how they have re-imagined the future, gives lessons for us all.

Below: Khanidivili Children's Academy, India, one of the many schools involved in the Gardens for Life project.

2. Operational practice

In terms of operational practice, Eden is a place to explore the potential for creating a Social Enterprise – where the twin needs of good citizenship and the rigour of sound commerce meet. The aim is to develop a model that can act as an inspiration to commercial corporations, public bodies and the third sector; an organisation that demonstrates that there is not necessarily any conflict between ethics and profitability. Our ability to link charitable and operational aims in ways that inform and inspire both is both our challenge and our strength. In our view the two are indivisible.

Introduction

To this end our catering outlets are not just visitor service areas, they are the best places for exploring food education in an engaging and meaningful way. Our catering operation is also our chance to set a new benchmark for a commitment to local sourcing. This in turn can inspire others to commit in similar ways and allows Eden to spread its influence beyond our site.

Similarly our waste management programmes foster not only on-site solutions but also public awareness and models of organisational behaviour that can be exported to stimulate change elsewhere.

Our retail outlet is not just for shopping; it is a place where the public can learn more about the products and explore how trade can help promote conservation, waste management and sustainable futures rather than undermine them.

Our construction programme sets a standard for good building design and construction process, demonstrates the role of natural materials, and shows how lessons learnt from natural structures can inform best practice.

These approaches go beyond trying to produce an organisation that 'walks the talk'. In the spirit of the learning and research focus of our charitable aims this means pushing at the boundaries, exploring ideas of what good practice of the future may be rather than what is accepted today.

Below: The copper roof of the Core is an example of our construction programme in action demonstrating sustainable sourcing and an efficient design.

Sustainability Indicators

Sustainability is a much used and often abused word. For Eden we view it as the ability to keep improving what we do whilst knowing that we've done our best to balance the tensions between the environmental, financial and social aspects of the triple bottom line. It's easy for organisations to talk up what they do. However the rhetoric must be matched by action on the ground and while the world may be starting to drown in performance indicators and environmental management systems, the old adage that if you can't measure it you can't manage it, rings true.

Key impacts

Second test year of bio-digester reduced waste going off site by (6%)

400.9 tonnes of waste produced (372 tonnes 2005/6) and of this total 160.3 tonnes (167.1 tonnes 2005/6) was sent for recycling. 388.2 tonnes (665.39 tonnes 2005/6) bought back in products made of recycled materials giving a negative waste neutral balance of 12.7 tonnes in the year (292.79 tonnes positive in 2005/6)

100% green tariff electricity purchased

43% of water needs provided from grey water harvested on-site with the associated energy savings this delivers

13% of visitors came by means other than car (16% 2005/6)

16% of groups include visitors with special needs (16% 2005/6)

The generation of incremental economic value for Cornwall from visitors specifically coming to see Eden of over £93m in the year which manifests itself as additional income for a wide range of local businesses

The sustainability indicators illustrated are a reflection of issues pertinent to Eden. Some resonate in the outside world and a few are specific to this Project and reflect our work. Importantly they are a measure of where we are now and provide a chance to reflect on where we may want to go in the future. Some of these indicators may change and some are more thorough and comprehensive than previous years.

Energy

Eden aims to be efficient in its use of energy. The electricity used is all green tariff and Eden actively promotes the sourcing of energy from renewable technologies. Photovoltaic solar panels have been installed in the Core and a small wind turbine in the car park. At the same time we wrestle with the same challenges as any business – which technology is the best to invest in, or how to find finance to replace existing capital infrastructure.

A biomass boiler was installed to provide the base heating requirement at Eden for most of the year alongside our existing gas boilers. The process has not been without its challenges. There were initially difficulties finding a reliable local supplier of quality fuel and Eden has developed innovative commercial arrangements to cope with this, for example a contract that bases the cost of fuel on energy output rather than weight. In addition, a number of practical and technical difficulties have delayed the final commissioning. Eden has been working closely with all the relevant organisations and agencies and a great deal of learning in what is a new area has been gleaned from the process and shared with all interested parties.

Above: 43% of water needs provided by grey water harvested on-site.

Waste

One of Eden's flagship environmental initiatives is Waste Neutral, a project design to both handle the waste produced by the operation and inform visitors on waste issues. Waste Neutral builds on the mantra of reduce, re-use, re-cycle by adding a crucial forth ingredient – re-invest. This means buying in recycled products as much as possible. Waste neutrality is achieved when the weight of recycled products bought in by Eden is equal to the weight of material sent off site for recycling and disposal combined.

During the second test year the bio-digester has reduced the level of waste going off-site; the composter can consume 500 kg of organic waste per day. During the year of operation the bio-digester processed 22.9 tonnes of food waste from Eden's catering outlets that previously were sent to landfill.

Of the 400.9 tonnes of waste produced by Eden in the year 40% went to recycling and a further 6% was composted in house in the bio-digester, a total increase of 2% on waste recycled compared to the prior year.

Water

Water meters have been installed, which show that harvested rainwater and ground water accounted for 43% of the total water usage on site in the year. Potable water usage at 12,006 cubic metres was 3% more than the previous year.

Above: Volunteers form an important part of the Eden Team.

A central part of all our work is how we engage and strengthen communities at a local level and more widely.

Local sourcing

Eden is rooted in its community and locally sourced products continue to be used wherever possible. Eden's catering operation seeks to maximise the volume of locally sourced produce. Other factors such as seasonality, quality and price are also taken into account and a balance needs to be found. However, even within these constraints Eden manages to source 77% of its catering supplies in Cornwall. Eden's desire to support local businesses extends beyond the catering operation to all purchasing decisions, for example into the areas of media, professional services and print. Eden also works with local companies to develop appropriate retail products to sell at and beyond Eden, building an enterprise that transforms ideas and ways of doing business. 46% of all other non catering supplies are sourced in Cornwall, thereby reducing road miles and boosting the regional economy.

Volunteers

At the end of March 2007, Eden's volunteer numbers had risen to 122, an increase of 68 on March 2006. In March 2006 the activities of volunteers were restricted to visitor access, Friends, research, horticulture and administration; now they have a representative in most teams with requests continuously coming in. More recently they have assisted with schools education, on-site workshops and finance. In the current year we have been greatly helped by taking part in Volunteer England's pilot consultancy scheme, which made available to us the advice of an experienced Volunteer Consultant on a regular basis at no cost.

Community Development

Both a highlight of the year and, ongoing, a central part of all our work is how we engage and strengthen communities at a local level and more widely. We have hosted a variety of hard-to-reach groups from around the country – including homeless, excluded and young offenders. During the Time of Gifts season and well into the spring, we provided a platform for performance for almost 50 Cornish community choirs and brass bands. Our exhibit spaces provided a showcase for many local groups – including Shelterbox, Poltair School's 'Roots in Clay' art project and Hear Our Voice.

Our partnership with the Sensory Trust, explores how we can improve on the accessibility and social inclusion aspects of our work and our site. Taking advantage of our inclusive design, the regional Strategic Health Authority used Eden to demonstrate how sufferers of chronic obstructive pulmonary disease can enjoy days out with their families in an accessible environment. At a national level, these projects have informed our continuing participation in the Carnegie Trust UK's Rural Action Research Programme on Community Regeneration.

At our nursery at Watering Lane we continue to host the excellent work of the People and Gardens social firm, and we plan to showcase more of their work at our site, including selling plants that they have produced through our shop.

It is Eden's policy to drive the organisation to reduce greenhouse gas emissions to a minimum wherever possible. The ability to offset the residual balance of emissions in no way mitigates any failure to stick to this stated ambition.

Eden's Greenhouse Gas Emissions (our 'footprint')

Eden's emissions are calculated using DEFRA's July 2005 Guidelines for Company Reporting on Greenhouse Gas Emissions. This includes all fuel sources used directly by the Project: diesel, biodiesel, LPG, natural gas and heating oil. Business travel is included, but as we buy green tariff electricity that specifically includes the rights to Climate Change Levy Exemption Certificates (LECs), our electricity use is rated as zero emission. Refrigerant use is included, converted to carbon dioxide equivalents. All of these emissions are offset by the purchase of an equivalent tonnage of credits in approved incremental carbon reduction projects through Climate Care.

It is Eden's policy to drive the organisation to reduce greenhouse gas emissions to a minimum whereever possible. The ability to offset the residual balance of emissions in no way mitigates any failure to stick to this stated ambition.

Eden's Greenhouse Gas Emissions 2006/7

Source	Units	Conversion factor	kg CO_2	Tonnes CO_2
Petrol (litres)	13,791	2.68	36,959	37.0
Diesel (litres)	13,037	2.68	34,939	34.9
Red diesel (litres)	14,400	2.68	38,592	38.6
Red diesel (litres) January to March	4,064	2.68	10,892	10.9
LPG (litres)	12,772	1.51	19,286	19.2
Biodiesel (litres) January to March	2,636	diesel - 70%	2,119	2.1
Staff business mileage	92,089			35.8
Flights				253.2
Gas (KWh)	6,371,397	0.19	1,210,565	1,210.6
Green tariff electricity (KWh)	4,611,947	0.00	0.0	0.0
Normal electricity (KWh)	0	0.430	0.0	0.0
Heating oil	210,313	2.68	563,640	563.6
Refrigerants (tonnes)				
R134a (Tetroflouroethane)	0.00730	1,300,000	9,490	9.5
R404a (Pentaflouroethane & Dillauorethane)	0.00496	3,260,000	16,170	16.2
Total				**2,231.6**

Fuel conversion factors taken from DEFRA's Guidelines for Company Reporting on Greenhouse Gas Emissions.

Such an absolute carbon tonnage figure is not on its own particularly useful as it does not aid in comparison with other organisations nor does it help answer the question of how efficient we are. At present there is no generally accepted measure or metric nor are many organisations publishing such statistics at all. As a starting proposition Eden has decide to divide the total carbon tonnage figure by the number of visitors in the year which gives 0.0019 tonnes or 1.9kgs of carbon per visitor.

3. Eden as a convener and catalyst for change

We want to see Eden play a more explicit role as a convening and meeting place, somewhere to hold conversations that just might go somewhere. As an educational charity our first priority is to understand issues rather than lobby, and we recognise that complex issues deserve better than glib answers.

This means that Eden functions well as a 'neutral ground', a place where people who sometimes find themselves separated by walls of rhetoric can meet and work together for new solutions. We have also been lucky to have had visits from the most amazing individuals and organisations from across the world. We are working on developing this activity in a more structured way.

Before he died, our dear friend Richard Sandbrook (who was a founder of Friends of the Earth and towards the end of his life a non-executive Director of Eden Project) had an instinct that we could play a particular role in helping to solve some of the trickier issues of sustainable development. Richard himself was a great bridge builder, dedicated to tackling those issues where effective progress could only be made by people working together who are normally trapped in antagonistic or contrary positions of debate. He saw that Eden was a place where people could come to share the best of themselves – the ideas and their ideals – in a framework dedicated to understanding the issues before jumping to opinions. We've seen some remarkable people get off the train in St Austell, who left remarkable ideas behind. We've seen people from different 'sides' in some of the hardest debates realise that they have common ground.

Richard set some initiatives in train. One example is the Post-Mining Alliance, an international not-for-profit group created by Eden and partners, based at Eden. Building on the experiences of Cornwall and other mining regions that have seen the collapse of primary industry and the social economic and environmental challenges this can leave, the Alliance aids the development of good practice in mine closure and the regeneration of landscapes and communities, recognising that the impacts of mining – good and bad – can last much longer than the mine itself.

In his memory we have decided to develop a home for these projects on our site, and at the same time build a meeting house (working title currently the Tithing College) dedicated to the ideal of fostering conversations that will lead to solutions for difficult problems – the sharing of ideas in a positive environment context between people who rarely get to meet and really understand each other, and the fostering of the creative spark of new ideas that comes when people get together who didn't know that they needed to meet. It will be a facility that will be hosted by Eden, but not owned by us. This new development is still evolving, but it will play a major role in our strategy over the next few years.

Priorities for the next 12 months

Eden continues to deliver education, inspiration and regeneration in many different ways to many people and communities but the key priorities for the coming year are set out on the following page.

Above: Mud Between Your Toes, our educational activity programme.

Climate Revolution

Eden will continue to develop the activities under the Climate Revolution umbrella through its public education, exhibits, events and conferences, and sustainable operational performance. During the next financial year Eden will host events ranging from the Prince of Wales Business Summit on Climate Change to the large-scale Cape Farewell art exhibition and the first 'green' car show will be held at Eden.

Mud Between Your Toes

The Mud Between Your Toes programme will be expanded into a range of new areas, including the development of den building and other on site activities aimed at the general public.

Gardens for Life

Gardens for Life has come to the end of its first pilot phase, and we will be undertaking a strategic review of how to take the programme forward and seeking partners for the next stage of this exciting international schools project.

Living community development

We also hope to consolidate our community development work with new initiatives for excluded individuals called the Living Networks Programme. This will be a pilot project funded by the Department for Communities and Local Government to provide facilitated visits to Eden for small groups of people sponsored by their support agencies. A cross-agency approach will offer tailored support to individuals, through mentoring, coaching and agency support. Through this programme we aim to increase the potential for recovery and the creation of real livelihoods as part of Eden's contribution to the regeneration of the Clay Country and the poorer areas of Cornwall and Devon.

Eden as an Employer

During the 2007/08 financial year a review will be undertaken which will examine how Eden is doing in terms of its ambition to be a 'good employer' and a successful social enterprise. The review will explore the extent to which Eden has been successful in finding the middle ground which balances the charitable aims of the organisation and the essential commercial and operational efficiencies that keep it viable.

During the 2007/08 financial year a review will be undertaken which will examine how Eden is doing in terms of its ambition to be a 'good employer'

Eden Membership

A new membership scheme will be launched in the coming year. Eden hopes that this will capitalise on the mood of the moment as well as the Eden brand to create a 'movement' of people who are engaged and who want to make a difference. This, together with new recruitment, will underpin a fundraising initiative aimed at individual donors who might wish to support Eden's educational mission.

How you can help Eden

The Eden Trust is a not-for-profit charitable organisation. Our main source of income to date has been that raised from visitors to the Eden Project site in Cornwall. This income covers the core operating costs of the Project and the maintenance of the asset base.

Fundraising

To move forward, expand our educational outreach programmes and continuously improve onsite interpretation and accessibility we need, and always will need, charitable funds. Our work and successes are only possible thanks to the generosity of our donors, supporters and volunteers. We want to maintain a strong and diverse financial base – crucial to preserving the Eden Trust's independence and credibility. Eden is a charitable trust because we believe it should belong to everyone; its future belongs to you.

There are many ways that you can become involved with Eden's future, by making a donation, completing a Gift Aid form when you visit, becoming a Friend, or providing practical help by volunteering. We also welcome financial gifts and legacies and the sponsorship of educational programmes, projects or exhibits.

We have been successful to date in raising grant funding and donations to launch programmes of educational activity such as Mud Between Your Toes and to complete the three-year pilot phase of Gardens for Life. We are tremendously grateful to all our supporters to date in this regard. A list of the funders who have contributed specifically in the financial year under review is included at the back of this review.

We need to raise an additional £3 million per annum to underpin, expand and explore our educational potential across the Eden site and beyond into the wider world, through the media, the website, long-distance learning programmes for all ages, community-based activities and international projects. These funds will be utilised to develop and expand the Climate Revolution, Mud Between Your Toes and Gardens for Life programmes.

If you would like to contribute to Eden or find out about becoming a Friend please telephone Funding Development on + 44 (0) 1726 811978 or email djames2@edenproject.com.

Volunteering

Our volunteers are on site to enhance the experience for the visitor, and help make the public aware of our activities and charitable status. They ensure that the less abled have a fantastic experience; highlight our work in conservation, education and sustainability; research new topics for us; and help in operational and horticultural teams.

As of March 2007 we had 122 active volunteers throughout the organisation and will continue to expand over the next 12 months. We have launched our outreach programme and are organising training to enable the volunteers to give presentations at external events, which in turn could act as a fundraising opportunity. The aim 2007/08 is to increase volunteer numbers to 200.

Volunteers are an integral part of the organisation and valued accordingly. They receive recognition for the assistance they provide us and support from a dedicated team. We also offer opportunities for work experience and internships for students who wish to work on a specific project to further their studies.

For details on volunteering at Eden please telephone the Volunteer Manager on 01726 818878 or email jcollings@edenproject.com.

A towering success

Don Murray, Curator, Rainforest Biome

Six years after the place opened and just seven years after the first planting, horticulture is central to the success of the whole Project – no plants, no visitors, no headlines, no Eden. This review quite rightly focuses on much else that happens at the Project, but underpinning it all are the plants and the people who grow them – working front of house or backstage.

The dramatic, award-winning and often amusing style of horticulture that sets Eden apart is a reflection of the spirit, passion and individual personalities of a dedicated team like no other, and has rejuvenated an interest in economic botany and the value of plants to mankind. And all of this achieved within a mining landscape – no surprise that Eden has sometimes been called a place that does 'rock 'n' roll horticulture'.

The team

Not surprisingly the most exciting new garden on the planet has attracted some of the best gardeners – a uniquely skilled team which brings together expertise from professional backgrounds ranging from botanic gardens to public landscapes to conservation and even farming. The staffing structure has moved away from rigid line management to allow the greater flexibility of project-based ideas that allow us to embrace the principles of effective team work. We have implemented a new pay and progression system that clearly shows how each team member can develop his or her skills and responsibilities. Fifty per cent of the management team has been promoted from within and an extensive programme of talks, in-house training and courses has proved very successful.

Great horticulture!

The great thing about horticulture is that the results speak for themselves. For new visitors the look down from the Visitor Centre may not say it all but it has to say 'wow!', and that unique combination of dramatic planting and iconic architecture is indeed simply breathtaking. Just eight years ago there was nothing to see other than a worked-out scar on the landscape with no prospect of growing anything other than gorse. The establishment period has gone spectacularly well; we have demonstrated the success of our 83,000 tonnes of manufactured soil made from recyclates by growing over 5,000 different plant types from across the world.

Along the way we have won various awards for work on and off site including a Silver Gilt at the Chelsea Flower Show 2005; the Peter Youngman Landscape Award 2006 for the creation of one of the most significant landscapes in recent times and more recently the Boconnoc Show Lewis Reid Cup and Gold for Best Show Garden 2007.

Power of Plants

This outstanding horticulture, as well as entrancing the visitor and those with a specialist interest, also provides a constantly changing platform for media interest and exposure – locally, nationally and internationally. The amazing horticultural backdrop at Eden provides the wow at big seasonal events that

draw in large crowds like Bulb Mania, Eden Sessions, Africa Calling 'Live 8', Jungle Season and Time of Gifts. Even non-gardening types are lured in by what they think of as the main attraction, only to be seduced by the plants once we have them in the clutches of our green fingers!

The Outdoor Biome

We may be in the Guinness Book of Records for the scale of our architecture, but what a sensational backdrop it enjoys! It has been a particular joy for the Horticultural Team to see the landscape master plan unfold in the inhospitable and bleak surroundings of 'the pit' – just look:

Over three-quarters of Eden's planting, and 25 plant-based exhibits, are outside. This includes a succession of crop-based exhibits. Over the past five years the Outdoor Biome has maintained horticultural excellence whilst accommodating frequent landscape changes associated with the completion of construction.

The car park and entrance road plantings – often taken for granted – are cared for just as much. Behind the scenes management plans for maintaining the Eden estate, associated farmland, bridleways, invasive weeds, waterways, wetlands, wildlife and woodlands are all within horticulture's remit; the back-of-house management being every bit as important as the vibrant chutzpah of what the visitor pays to see.

The Rainforest Biome

The tallest rainforest in captivity is housed at Eden within the largest tropical conservatory in the world. The Rainforest Biome is home to over 1000 plant species, including a plant with the largest and heaviest seed in the world, Coco–de-mer, *Lodoicea maldivica*. This enormous seed successfully germinated in 2005 – a great achievement for a plant so rare in cultivation in the UK. There are many big mature specimens in this Biome and big plants engender big thinking. The various shades of green are vibrantly interrupted by plant stars that strut their stuff, such as the largest flowering plant in the world, the Titan Arum, *Amorphophallus titanum* and the striking colour of the flowering Jade Vine, *Strongylodon macrobotrys*. These gems inspire us to tell the story of the rainforests – specifically the remarkable variety of 'the canopy' – that last high frontier that only the most intrepid of explorers and scientists ever get to see and begin to fully understand.

This secondary forest planting scheme is slowly morphing in areas to look a lot older than it really is – the careful balance of horticulture, ecology, science, art, and a little visual trickery and showbiz have created the unique fusion that you see today.

The Mediterranean Biome

When we opened, the smaller of the two conservatories had to be something of the poor relation to its headline-grabbing big brother next door, and it took a while to catch up. Now, naturalistic displays of native species from the Mediterranean climates of the world create a sensory experience. The Med Biome is more open and light, colourful and much drier than the rainforest; it smells better too! This environment has been deliberately created to provide the visitor with a feel of the different climates between Biomes. Managing the Med is not easy, though, as the low light levels and low air movement when compared with the natural environment present horticultural challenges, many of which have now been overcome through experience and refining the plant collection. It is a joy both for staff and visitors to see numerous flowering plants that later bear fruit, especially the citrus grove and grape vines. The bold splashes of colour from the annual spring bulbs and flower mixtures from the different Mediterranean regions are relished by our visitors in this constantly changing, magical place.

Great technical support

Like the theatre that it is, Eden needs the best backstage – a team that has built up the technical expertise capable of identifying and prioritising the key horticultural challenges, working towards solutions through the use of applied scientific research and experimentation.

Over the years Eden has developed a world-class plant health operating procedure, and through PlantNetwork collaborated with the Central Science Laboratories, the Royal Botanic Gardens Edinburgh, and the Royal Botanic Gardens Kew to produce Guidelines on Legislation, Import Practices and Plant Quarantine for Botanic Gardens and Kindred Institutions. Plant health is important to Eden in relation to protecting the UK flora and fauna, our living collections and the core business as a tourist destination from pest and disease outbreaks. The successful eradication of high-risk pest outbreaks from the Mediterranean and Rainforest Biomes is a real credit to the whole of the horticultural team. Our rigorous healthcare programme, using isolation houses at Eden's nursery, catches pest and disease problems before they reach the pit. In the pit our integrated pest management system uses cultural methods (removal of infested plant parts), 'soft' chemicals (soaps and oils) and 33 different types of biological control (bugs that eat bugs). We give some of them a lift up to the canopy in the Rainforest Biome in little bamboo pots on string pulley systems. We also have some birds and lizards in the Biomes which eat their fill of pests. UV lightboxes catch pests and monitor their numbers so we can keep an eye on everything.

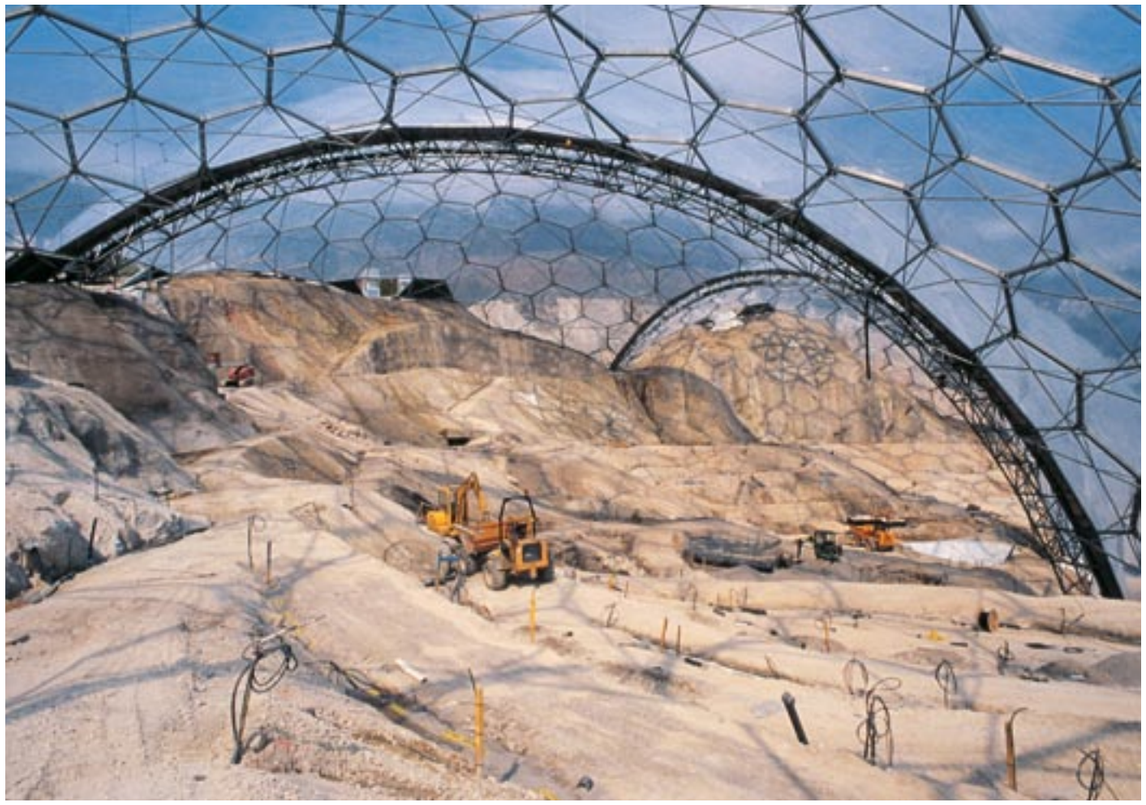
The team has created an educational, commercial and scientific knowledge bank of one million plants, representing over 5000 different plant types. The seed bank provides facilities and expertise required to germinate some of the rarer and more tricky plants necessary for displays at Eden. We've planted around one million plants of just under 5000 taxa (species and cultivars). Most are not rare, except for the few that tell stories of the need for conservation, neither were they taken from the wild. Many were grown from seed in our nursery, others came from botanic gardens, research stations and supporters, mostly in Europe and the UK.

In collaboration with the Waste Neutral team we have begun to establish a working protocol for the on-site bio-waste disposal in-vessel composter. The team have constructed, maintained and monitor a slow sand filtration system for the Cornish Horticulture Enterprise (CHE) project at Watering Lane Nursery. This filtration system demonstrated to the Cornish growers a sustainable alternative to water treatment in their nurseries.

Internationally we have been working on the development of horticultural conservation protocols for Seychelles endemic plants. Locally we have been working in collaboration with Natural England on the conservation of *Juniperus communis* subsp. *hemisphaerica*. This information has directly contributed to the National Seychelles Conservation Strategy and the PlantNetwork Target 8 project, both of which aim to use practical horticulture to support conservation.

But where do the plants get raised?

Underpinning much of what we do is our nursery team at our satellite site of Watering Lane – doing everything from nurturing new crop plants to keeping some plant treasures in trust for our new Edge project and even researching new technologies to make horticultural plant production more sustainable. They work hand in hand with the social firm People and Gardens, who use horticulture as a training and life skills development opportunity for people with learning difficulties. So much of the great stuff that people see at Eden is grown by that team, and we are working to make sure that they get more profile for their work.



Music and our message

The Eden Sessions

'The most sublime summer music festival you could ever hope to experience' *Time Out*. The Eden Sessions entered their fifth year in 2006 with four hugely successful concerts in what has been described as 'the most stunning concert environment anywhere in the world' by *Logo Magazine,* and 'the closest thing you'll get to watching a gig on the moon' by the *London Evening Standard*.

Eden has always set out to be an unashamed assault on all the senses, and while this has been led most obviously by the sights and smells of the natural world, we always planned that sound and music should sometimes be centre stage too. The emotive power and appeal of music, and particularly live music, resonates very strongly with Eden's values and personality as well as enabling us to engage with a wide cross section of audiences – particularly the young. The site was always planned to have a fair-sized arena in its midst allowing us to pull a younger crowd through our doors by providing entertainment that spoke directly to them.

In common with many gardens and 'destinations' our normal visitor age profile dips in the teenage and early twenties. In contrast 62% of the Sessions audience are between 18 and 35. We keep the Biomes open and also provide free entry for another day to encourage them to see more of the site. Simply, though, it is also important to show that addressing issues such as sustainability does not mean a joyless life, and every so often we need to have a good party to remind ourselves that fun, culture, creativity and festivity are all important tools in helping to find a better future – we can live lightly on the planet, but still with champagne in the veins.

The arena has been almost doubled in capacity since we first opened, and has played host to everything from the Last Night of the Proms and Songs of Praise in 2001 to Live 8 - Africa Calling in 2005; a place to watch and listen which *The Daily Telegraph* has called 'out of this world'. That, combined with the roll of top-class artists who have played the Sessions, has established us right at the heart of the UK's summer music season. Pulp with Jarvis Cocker, Moby, Brian Wilson and Keane – these and more have graced the Eden stage, many of them insisting on a visit when their management and agents were reluctant to understand what all the fuss was about for a venue outside of London or west of Glastonbury.

The 2006 season was arguably the best yet. Magic Numbers, supported by José Gonzalez – a major draw in his own right; Goldfrapp; Snow Patrol, who had the best-selling album of the year, nominated for a Grammy. Hottest of all were Muse, who had been awarded 'Best Live Act' in the prestigious Q awards, Best Live Act in the MTV awards and the same at the Kerrang awards; in the fickle world of rock'n'roll it is unusual for one band to dominate a category so consistently.

And, as usual, the Sessions attracted a nicely mixed audience of locals keen to see the quality of act that rarely comes to the far southwest and others keen to come southwest to experience a unique rock music experience that they can find nowhere else. Both elements of this audience are of interest to Eden; the former cements our relationship with those on our doorstep and the latter brings us new friends from further afield who, of course, add to the 'Eden Effect' by investing in the county as they spend a weekend or even a week built around the concert. Both sectors bring us new friends who might not otherwise have sought out or understood what Eden has to offer. Over 50% say they wouldn't have visited Eden had it not been for the Sessions. 83% leave feeling they have had 'excellent value for money' whilst 99% believe that there is 'definitely something highly distinctive' about the Sessions that clearly marks them apart from other events – even the big festivals.

As *The Times* memorably remarked: 'Magical…half Glastonbury, half Glyndebourne'.

A regional difference

'It has to prove that it can make a difference on its own doorstep; if it can't it has no right to be offering up solutions elsewhere.' These are the kind of words any objective observer might have written about an allegedly 'transformational' project; but they were actually our own, taken from the 'Cornish Dimension' section of our very first prospectus published in 1999.

Since then, having lured over £100m of construction spend to the county to build the place, we have worked hard to make that 'difference on our doorstep' on a regular basis. It is what we had promised the people of Cornwall; we simply had to deliver.

Our economic impact – what we pull into the county on top of what just gets our tills ringing – has been immense and will, by the end of the decade, total £1 billion. It currently stands at nearly £800 million. It has become known as the Eden Effect.

The robustness of the data is basically down to the simplicity of the arithmetic at its core; allow us to explain in a dozen lines of maths lesson.

We know how many visitors we get. And we know, from research we carry out eight times a year, what percentage of them came to Cornwall mainly to see what Eden is all about and then, naturally, hang around to see what else the county has to offer. (Currently that figure is 38%... it was slightly higher in the early days.)

We know how long they stay (5.5 nights on average) and we know where they stay… hotel, campsite, B&B or staying with friends or relatives. The Government issues figures annually on what a night in each type of accommodation is worth so it's quite easy to multiply this all through to get a final figure for what Eden visitors bring in to the county and spend not just with us (we subtract that from the overall figures anyway) but in restaurants, at the beach, at the petrol station, down the pub. It works out at about £100 a head a year.

On top of all this there is the money we spend ourselves with local suppliers. We've got 2,500 of them, some small and temporary, some huge and permanent partners. They came to work with us because they got in early or are the best in the business locally. Typically they're both. 77% of our catering supplies are sourced in Cornwall and 55% of all supplies. It amounts to around £10 million a year.

And it's not just buying in material supplies; there are services too – all our communications and marketing activity for instance is developed, written, photographed, filmed, designed, printed in-county. No London advertising agencies. This report is a classic example.

This leadership in what have become known as 'creative industries' has become a hallmark of Cornwall's economic recovery in recent years as locally-born and trained talent works alongside those who have 'downsized' to find a better life in Cornwall's friendlier rat race.

Of course money isn't everything – or even much of a thing for some people. We are constantly looking for ways to open what we do to people who could not previously have afforded to come, or have other issues or barriers in their lives. We have several community engagement projects on and off site. On site we have programmes such as the Living Networks initiative referred to earlier, or the work we do with our local NHS Social Inclusion team and Cornwall College to provide opportunities to local people who, for a number of reasons, have found themselves socially excluded. The scheme provides a chance for a group of people to come together at Eden, work towards a recognised qualification, whilst getting the extremely important interaction from Eden staff, college staff and the rest of the group they have been lacking for some time.

Amongst the off-site work we do is a project called New Ground that is part of the Carnegie UK Trust Rural Action Research Programme (part funded by the Big lottery Fund). This is a partnership project between Eden, Wildworks Theatre Company, the Health Complexity Group at Peninsula Medical School, the Post-Mining Alliance and the Sensory Trust. We work with range of local communities to explore ways in which creative processes can be used to help rural communities that have lost their main source of industry get back on their feet. The community groups are from some of the UK's most deprived areas in the heart of the Cornish mining World Heritage Site, more fragmented china clay mining communities on our doorstep, and traditional farming communities in valleys on the North Cornwall coast. All these communities have undergone or are in the process of dealing with significant change. One important aspect of the project explores the way in which communities can use the things they already have: each other, their heritage, and their landscapes, to rebuild a better future.

Building stronger and stronger social programmes is a core ambition and many new initiatives will be launched in the coming years.

Fuel for thought

The Land Train: cleaner, quieter and 100% biodiesel.

The Land Train is a popular Eden attraction. Around half a million visitors per year use it to travel between the Visitor Centre and the Biomes, and the postcard featuring it is a perennial best-seller in the shop. It was always the ambition of the Land Train team to move towards a more sustainable form of transport. The termination of the existing lease on the five Land Train tractors in 2006 provided this opportunity. Eden joined forces with sustainable transport specialist Fleetsolve to fulfil the ambition.

Biofuels are now big news, but in 2006 hardly anyone had heard of them. It was decided that, if achievable, it would be ideal to run the new tractors on a high biodiesel blend, as a demonstration of the potential of the fuel, and as a talking point to raise the issue of using farmland for growing fuel versus food. To this end, manufacturers with dealerships in Cornwall were approached to see if they'd be interested in trialling their tractors at Eden while running them on 100% biodiesel.

Two manufacturers, John Deere and New Holland, stepped up to the mark. Each manufacturer supplied a tractor to be run on 20% biodiesel with four carriages for five days. Each Land Train driver completed a detailed evaluation report at the end of each trial. The tractors were also tested for noise and taken off site to an independent garage for emissions testing.

Both suppliers provided tractors that performed superbly when compared with the old ones. New Holland were finally selected because their tractors were manufactured in the UK, and, recognising the future of biofuels, were willing to work along side Eden and trial their diesel engines on 100% biodiesel.

New Holland not only supplied two new Land Train tractors but also additional utility and compact tractors for the use of our waste operations and gardening teams. Initially the tractors were run on 20% biodiesel but this changed to 100% within weeks once the final modifications had been made to the engines.

The New Holland Biodiesel tractors have reduced carbon dioxide emissions by 70%, carbon monoxide by half, particulates (the soot and aerosols produced by diesel engines) by 70%, and hydrocarbons by 40%. They are also more than 50% quieter. With the help of our partners, the Eden Project is the first place in the UK to run its tractors on EU standard EN 14214 100% Biodiesel.

We are continuing to work along side New Holland, monitoring the performance of the Biodiesel tractors, as well as Fleetsolve, farmers and others to try to stimulate the manufacture of locally produced EU-standard biofuel to reuse waste oils, increase energy security and provide a market for locally grown rapeseed.

Above: The best selling postcard featuring the Land Train from the Eden Shop. Biodiesel tractor and the Core not pictured!

Summary of Eden's finances

Eden is a combination of charity, social enterprise and visitor destination and has created a unique 'mixed economy' financial model based on trading income, gift aid, sponsorship, grants and donations.

Overview

From a financial point of view, the key for any charity is long-term cash solvency. An excess of expenditure over income in any single year is not an issue nor is a cash outflow in a year as long as there are sufficient resources in the long run.

What this means in practice is that over the long term, as well as maximising delivery of charitable outputs, Eden needs to generate sufficient cash surpluses from the visitor attraction and related income streams to service commercial loans and to maintain the asset base. Any surpluses will be reinvested in furthering the charitable mission. These surpluses will not be sufficient to cover all the costs of Eden's wider educational and charitable objectives and ambitions and therefore the need for significant revenue fundraising programmes will continue.

In the year ended 25 March 2007 Eden had Net Incoming Resources of £0.3m after charging depreciation of £7.5 million. The core activities of Eden generated a surplus in the year with total income exceeding total expenditure by £3.5 million. This was primarily as a result of additional grants and donations and a reduced net interest charge. The reduced interest charge reflects the fact that during the year a finance lease scheme taken out in 2000 received final approval from HM Revenue and Customs which unlocked a further £6.8 million of value. This income has been accounted for as deferred income in the accounts and it will be released to the Profit and Loss account over the remaining period of the lease. The cash received has been applied to reduce the level of bank debt. The net cost of depreciation of the asset base was some £3.8 million.

The Net Cash outflow in the year was £0.6 million compared with an outflow of £1.3 million in the previous year.

Total debt has been reduced by some £8.4 million during the year, primarily from a combination of positive operating cash flows and the receipt of the £6.8 million from the finance lease scheme.

Financial summary year ended 25 March 2007

	Core activities (£'000)	Cost of debt (£'000)	Capital asset base (£'000)	Total year ended 25 March 2007 (£'000)	Total year ended 26 March 2006 (£'000)
Visitor numbers				**1.16m**	**1.18m**
Trading income	16,293	–	–	16,293	15,940
Other income	5,507	–	–	5,507	3,041
Release of deferred income (capital grants)	–	–	3,663	3,663	2,948
Total incoming resources	**21,800**	–	**3,663**	**25,463**	**21,929**
Cost of sales	(10,619)	–	–	(10,619)	(10,260)
Depreciation	–	–	(7,459)	(7,459)	(7,140)
Other operating expenses	(7,643)	–	–	(7,643)	(6,812)
Interest receivable/ (payable)	–	607	–	607	(986)
Total resources expended	**(18,262)**	**607**	**(7,459)**	**(25,114)**	**(25,198)**
Net incoming/ (outgoing) resources	**3,538**	**607**	**(3,796)**	**349**	**(3,269)**
Cash-flow for year	**2,759**	**(2,290)**	**(1,052)**	**(583)**	**(1,260)**
Fund balances c/f	–	–	–	30,543	30,194
Loans c/f	–	–	–	(6,568)	(15,004)
Fixed assets (at cost)	–	–	–	139,784	134,899

Visitor numbers

Visitor numbers were 1.16 million compared with the 1.18 million achieved in the previous year but still around twice the 645,000 assumed in the original business plan. This was only the sixth year Eden has been open and visitor numbers appear now to have stabilised.

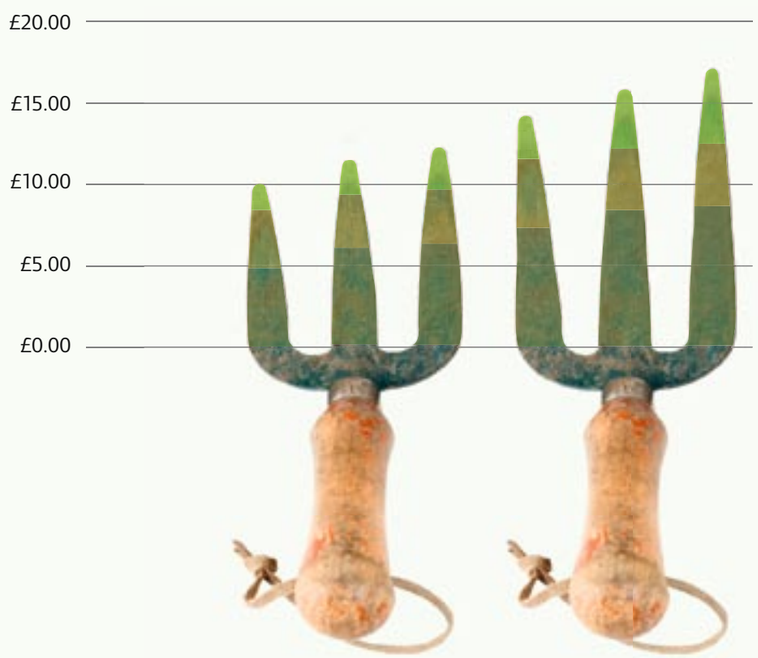
In the first two years of opening Eden had neither the staff nor the facilities to cope with the huge number of visitors and give them the right quality of experience. Hence the level of capital investment each year since opening and the ongoing capital programme to provide the necessary facilities. This programme of development was largely completed during 2006/07, leaving only the Mechanical Theatre to be completed by July 2007.

Eden continues to record exceptionally high visitor satisfaction scores in visitor surveys and the steadily increasing ratio of repeat visitors is an indicator that Eden is moving in the right direction.

Revenue per head since opening

Gift Aid income is shown as part of admissions.

	2001/2	2002/3	2003/4	2004/5	2005/6	2006/7
Catering (£)	2.60	3.14	3.46	3.44	3.81	3.97
Retail (£)	3.04	3.55	3.75	3.63	3.51	3.46
Admissions (£)	5.92	6.32	6.88	7.79	8.43	8.66
Total (£)	**11.56**	**13.01**	**14.09**	**14.86**	**15.75**	**16.09**



Sources of revenue

The main source of revenue is that generated from the spend of visitors to Eden which totalled some £16.3 million in the year. The only other significant sources of income were £1.8 million of Gift Aid receipts and some £3.6 million of partnership support in the form of grants for specific projects such as Waste Neutral initiatives and Gardens for Life, a project linking schools in the UK, India and Kenya.

Investment in our Asset Base and Funding

We opened to the public on 17 March 2001 having completed an £80 million capital project based on a business plan which anticipated 645,000 visitors annually. Since opening a further £60 million has been invested in the asset base in order to improve the visitor experience, taking the total capital investment to £140 million.

Most of the initial capital cost was met by the Millennium Commission and public sector grants. Uniquely for a project of this type, Eden secured commercial loans of some £20 million to complete the build, which now costs some £2.3m in interest and loan repayments each year. The additional investment since opening has been funded by additional Millennium Commission and public sector grants and from Eden's own surpluses.

Cash flow

In the year ended March 2007 Eden had an overall cash outflow of some £0.5 million compared with an outflow of £1.3 million in the previous year.

The net cash inflow from core activities in the year to 25 March 2007 was £2.7 million, an improvement of £0.2 million on the previous year due to higher margins and improved cost control. The total cost of servicing loans, after receiving some £6.8 million from the finalisation of a 2002 lease scheme and repaying some £8.4 million of debt, was £2.3 million which was in line with the previous year. The gross investment in fixed assets during the year to March 2007 was £4.9 million of which £4.4 million was funded by grants leaving £0.5 million to be funded by Eden. Timing differences between receipt of grant and payment, of a further £0.5 million, resulted in the net investment in fixed assets in the year of £1 million.

Summary of cash flow	March 2007 £000's	March 2006 £000's
Net cash inflow from core activities	2,759	2,551
Net interest cost	6,144	(994)
Net investment in fixed assets	(1,051)	(1,495)
Loan repayments	(8,435)	(1,322)
Net cash outflow	(583)	(1,260)

Funding to 25 March 2007

Total capital investment £139.8 million

Consolidated statement of financial activities for the period ended 25 March 2007

	Unrestricted funds 2007 (£)	Restricted funds 2007 (£)	Period ended 25 March 2007 Total (£)	Period ended 26 March 2006 Total (£)
Incoming resources				
Incoming resources from generated funds				
Voluntary income	317,635	–	317,635	165,332
Investment income	3,452,411	–	3,452,411	2,281,416
Incoming resources from charitable activities	24,825,534	720,695	25,546,229	26,219,642
Other incoming resources	12,088	–	12,088	9,990
Total incoming resources	**28,607,668**	**720,695**	**29,328,363**	**28,676,380**
Resources expended				
Costs of generating funds				
Cost of generating voluntary income	164,368	–	164,368	147,865
Charitable activities	28,048,946	720,695	28,769,641	31,752,567
Governance costs	45,450	–	45,450	39,450
Other resources expended	72	–	72	5,164
Total resources expended	**28,258,836**	**720,695**	**28,979,531**	**31,945,046**
Net incoming/(outgoing) resources before transfers	348,832	–	**348,832**	**(3,268,666)**
Gross transfers between funds	2,178,341	(2,178,341)	–	–
Net incoming/(outgoing) resources	**2,527,173**	**(2,178,341)**	**348,832**	**(3,268,666)**
Reconciliation of funds				
Total funds brought forward	898,905	29,294,846	30,193,751	33,462,417
Total funds carried forward	3,426,078	27,116,505	30,542,583	30,193,751

These summary financial statements may not contain sufficient information to allow for a full understanding of the financial affairs of the Eden Trust. For further information, the full annual accounts, the auditors' report on those accounts and the Trustees' Report should be consulted; copies of these can be obtained from the Company Secretary at the Eden Project, Bodelva, Cornwall PL24 2SG.

The full financial statements and the Trustees' Report of The Eden Trust for the year ended 25 March 2007 were approved by the Board of Trustees on 7 August 2007. Signed on its behalf by Lord George of St Tudy – Chairman of the Trustees.

Statutory accounts for 2005/06 have been delivered to the Registrar of Companies and the Charity Commission and those for 2006/07 will be delivered after the Charity's AGM in August. The auditors have reported on those accounts, their reports were unqualified and did not contain statements under Section 237 (2) or (3) of the Companies Act 1985.

Consolidated balance sheet at 25 March 2007

	Consolidated At 25 March 2007 (£)	Charity At 25 March 2007 (£)	Consolidated At 26 March 2006 (£)	Charity At 26 March 2006 (£)
Fixed assets				
Tangible fixed assets	99,143,752	5,564,289	101,660,395	5,564,289
Intangible fixed assets	31,489	–	–	–
Investments	41,885,418	3	41,756,695	3
	141,060,659	**5,564,292**	**143,417,090**	**5,564,292**
Current assets				
Stocks	389,667	–	326,487	–
Debtors	1,416,979	42,157,462	1,249,120	42,259,637
Cash at bank and in hand	1,914	1,914	11,138	11,138
	1,808,560	**42,159,376**	**1,586,745**	**42,270,775**
Creditors: amounts falling due within one year	(4,499,983)	(211,897)	(7,530,969)	(213,590)
Net current (liabilities)/assets	**(2,691,423)**	**41,947,479**	**(5,944,224)**	**42,057,185**
Total assets less current liabilities	**138,369,236**	**47,511,771**	**137,472,866**	**47,621,477**
Creditors: amounts falling due after more than one year	(51,770,917)	(3,364,260)	(57,856,184)	(3,472,546)
Deferred income	(56,055,730)	–	(49,422,925)	–
Minority interests	(6)	–	(6)	–
Net assets	**30,542,583**	**44,147,511**	**30,193,751**	**44,148,931**
Funds				
Restricted funds	27,116,505	27,116,505	29,294,846	29,294,846
Unrestricted funds	3,426,078	17,031,006	898,905	14,854,085
	30,542,583	**44,147,511**	**30,193,751**	**44,148,931**

Independent auditors' statement to the members of The Eden Trust

We have examined the summary financial statements in this report which comprise the Consolidated Statement of Financial Activities and Consolidated Balance Sheet.

This report is made solely to the company's members, as a body, in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice 2005. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

The trustees (who are also the directors of The Eden Trust for the purposes of company law) are responsible for preparing the summary financial statements in accordance with applicable law and with the recommendations of the Accounting and Reporting by Charities: Statement of Recommended Practice 2005.

Our responsibility is to report to you our opinion on the consistency of the summary financial statements with the full financial statements and Trustees' Report.

We also read the other information contained in the Annual Report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summary financial statements.

Basis of opinion

We conducted our examination having regard to Bulletin 1999/6 The auditors' statement on the summary financial statement and Practice Note 11 The audit of charities issued by the Auditing Practices Board for use in the United Kingdom.

Opinion

In our opinion, the summarised financial statements are consistent with the full financial statements and the Trustees Report of The Eden Trust for the year ended 25 March 2007.

Ernst & Young LLP
Registered Auditor
Exeter

7 August 2007

Who's who

Directors and Trustees

The Eden Trust
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.

Lord George of St Tudy – Chairman
Sir Ronald Hampel – (Retired 30 June 2007)
Richard Cunis
Professor Alan Livingston
Simon Robertson
Sir John Rose
Anthony Salz

Eden Project Limited

Executive directors
Tim Smit – Chief Executive
Gaynor Coley – Managing Director
Peter Cox – Finance Director
George Elworthy – Operations Director (appointed 13 February 2007)
Tony Kendle – Foundation Director
David Meneer – Marketing Director

Non-executive directors
Ken Hill – Chairman
Richard Eyre
Peter Hardaker
Julie Hill
Cullum McAlpine
Peter Newey
Alan Stanhope

Company Secretary to both the Trust and EPL
Peter Cox

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St Austell
Cornwall
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Allied Irish Bank
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The Eden Trust: Registered Charity No. 1093070