



JUBILEE WALKWAY TRUST

ANNUAL REPORT 2008



TRUSTEES

Hugo Vickers *Trustee since 2000, Vice Chairman 2001-2002, Chairman since 2002*

The Hon Kate Trevelyan OBE *Trustee since 1977, Vice Chairman since 2002*

John Polk *Trustee since 2006, Hon Treasurer since 2006*

Joyce Bellamy MBE *Trustee since 1982, Hon Secretary since 1990*

George Banks *Trustee since 1999*

William Crossley *Trustee since 1993*

Andrew Dent MVO *Trustee since 2004*

Nicky Gavron *Trustee since 2002*

Illytd Harrington DL, JP *Trustee since 1982*

Michael Middleton CBE *Trustee 1977-2007, Trustee Emeritus from 2007*

Dr John Parker *Trustee since 2002*

Christopher Patey MBE *Trustee since 1995*

Tom Petzal *Trustee since 2004*

Geoffrey Price *Trustee since 1995, Hon Treasurer 1995-2006*

Geoffrey Rowley *Trustee since 1992*

Sir James Swaffield CBE, RD *Trustee since 1977, Chairman 2001-2002*



CHAIRMAN'S REPORT FOR THE YEAR 2008



by Hugo Vickers

Chairman of the Jubilee Walkway Trust

Following considerable activity in the Trust in 2007, the year 2008 was a year of consolidation. The Walkway is in good condition in respect of the route itself and most of our activity concerned the upgrading of panels and introducing the occasional embellishment of the route in respect of benches, trees and other planting.

This year a glance at our accounts would indicate very little activity. This is purely an administrative point, because the Trust's activities have increased so markedly in recent years, and it was discovered that we needed to register for VAT. This process has now been completed but while this was being arranged, no money could pass through the Trust.

In my last report I mentioned that we were developing the Jubilee Greenway, a 60-kilometre walking and cycling route around central London, where we aim to use our expertise to assist people to get to the Olympic sites for the 2012 games. As previously stated, the route already exists, but we have now explored it thoroughly and rationalised it.

Remembering the famous phrase of Norman Tebbit about getting on our bikes, there came a day in June when Jim Walker and I took to our bicycles to explore the route in order to create a website map, highlighting the attractions and points of interest along the way. I don't suppose that I am unique amongst Chairmen in not having cycled much in recent years, least of all in London.

We set off from Queensway at 9am and the route proved so interesting that we pressed on - to Paddington, Little Venice, along the Regent's Canal, to Camden Market and on to Victoria Park in the East End. This led on to the Greenway and my first glimpse of the Olympic site at Stratford. On we went through Beckton District Park, past the old docks and City Airport, and over the ferry to Woolwich. From here we turned west again and cycled home along the south bank of the Thames, some 60 kilometres achieved in a day which ended at about 8pm.

Since then I have returned to different sections on foot, one day walking from Kensington to Little Venice, taking a narrow boat to Camden Market and then following the route to Victoria Park and down to Limehouse. I therefore feel that I now know the route of the Jubilee Greenway rather well, with the dual effects that I have been converted to walking and cycling in London as a wonderful experience and have learned a great deal about the history of the capital city.

In connection with the Jubilee Greenway, Jim Walker and I visited our Patron, HRH The Duke of Gloucester, to discuss our plans with him. His Royal Highness attended a meeting at Buckingham Palace in which we laid out our plans to a committee of senior representatives from organisations with an interest in the Olympics and the route. There are fuller details of this later in this report.

As always the Jubilee Walkway Trust would like to thank The Greater London Authority, Transport for London, Royal Parks and all the managing authorities through which the Jubilee Walkway route passes. This year we have made new friends in the many areas through which the Jubilee Greenway extends. We are grateful to them for their enthusiastic support and look forward to working with them to make the Jubilee Greenway attractive, popular, easy to use and, above all, safe.



Buckingham Palace



The Trust's Activities in 2008

On 20 May the Chairman and Jim Walker were received by our Patron, His Royal Highness The Duke of Gloucester, at Kensington Palace to discuss the Trust's involvement in the Jubilee Greenway project.

On 11 June the Chairman and Jim Walker cycled the 60km outer route of the Jubilee Greenway.

On 18 June the Chairman attended the launch of Walk England in Richmond Park, taking part in a short walk and attending a reception.

On 12 July some of the Trustees joined Piers Nicholson on the third annual Max Nicholson walk along the Jubilee Walkway. Max was our founding Chairman. This time they went through the City of London and along the South bank along the Walkway with other family and friends.

On 8 September His Royal Highness The Duke of Gloucester attended a committee meeting at Buckingham Palace to launch the Jubilee Greenway.

On 18 December the Chairman had a meeting with Todd Longstaffe-Gowan to be briefed about the re-development of Kensington Gardens for the Diamond Jubilee, in the area close to Kensington Palace and the Orangery.

During the summer and early autumn the Chairman explored the Jubilee Greenway route on numerous site visits, confirmed the exact route at ground level, and explored the various attractions

and points of interest along the way. This material has now been turned into a website which can be viewed at www.jubileegreenway.com

The 'Green' sub-committee continued its work under the direction of Trustee Joyce Bellamy. Plans developed for the presentation of a bench to Westminster Abbey in commemoration of The Queen's Diamond Wedding and their generous hosting of the Trust on 19 November 2007. Bulbs were donated to St Mary's Garden, and on 26 September Chris Patey, one of our Trustees presented the Trust's cheque. Mrs Bellamy also attended this occasion, the formal re-opening of the rejuvenated landscape by Councillor Peter Truesdale, Leader of the London Borough of Lambeth (and a former Trustee of the Jubilee Walkway Trust).

William Crossley, one of our Trustees, represented the Trust at the Annual General Meeting of the Metropolitan Public Gardens Association at Guildhall in the City of London.

The Trust was saddened to hear of the death of Geoffrey Rowley's wife and send him our condolences. Geoffrey has been a Trustee since 1992.

Our Christmas card this year showed four scenes from different areas along the Jubilee Greenway and was designed, for the first time, 'in house'. It was well received by our growing list of friends and supporters.



Illustration of the Jubilee Greenway route

The Jubilee Greenway



Meetings

The Trust held its Annual General Meeting at Hamilton House, near the Temple on 15 April. There were 3 other Executive meetings during the year, to discuss administrative matters and in particular to coordinate the registration of the Trust for VAT.

Many meetings with potential partners took place during the year involving the Chairman and Jim Walker to raise awareness of the Trust's plans to develop the new Jubilee Greenway route. Following many positive responses from the individual round of meetings The Trust established a Steering Committee for the Jubilee Greenway on 8 September which was attended by His Royal Highness The Duke of Gloucester and hosted at Buckingham Palace. More than thirty key figures attended the event representing the support of organisations including The Mayor's office, Transport for London, Thames Water, British Waterways, The Department for Culture, Media and Sport, The Olympic Delivery Authority, Royal Parks, London Boroughs, Cycling England, Walk England, Big Lottery Fund, Natural England and Shell UK.

The Jubilee Greenway is 60km of continuous, green and attractive path which has been designed by the Chairman and Jim Walker to link all 9 central London Olympic venues with some of the capital's best attractions, heritage, parks, waterways and views.

Inspired by The London Olympic and Paralympic Games, and in celebration of the hoped for Diamond Jubilee, the chosen route links 10 local authorities, more than 450 points of interest researched by Blue Badge Guides, all the main line stations in central London and is within 10 minutes of more than 50 other train and underground stations.

The Jubilee Greenway makes use of existing walking and cycling routes wherever possible beginning at Buckingham Palace and joining Green Park, Hyde Park and Kensington Gardens Royal Parks with Paddington Station and the Grand Union Canal at Little Venice. Following the Regents Canal through Camden the Greenway then leads to East London through Victoria Park to the River Thames where the Woolwich Foot Tunnel ties Greenwich and the South Bank to the original Walkway at Tower Bridge and back to St James' via Westminster.

Pleasingly, all 60km (35 miles) of The Jubilee Greenway is already fully open and available to walk and cycle. The Trust however is now working with relevant authorities between now and 2012 to:

- Improve accessibility for all people whatever their ability
- Enhance the continuity of signs and



Sample etched glass and screen printed



Etched logo full size.



Etched logo with lights



waymarks so people can confidently follow the route without the need for a map

- Provide resting places at regular intervals to sit, relax and take time to enjoy the Greenway around London
- Interpret some of the most significant views and places of interest with accessible audio information
- Re-align the route to improve the safety and quality of The Greenway experience to separate walkers and cyclists from traffic and each other where demand is greater than capacity.

Approximately £3m of investment is estimated as necessary by 2012 to realize the full potential of the Jubilee Greenway and to promote it effectively online, in print and through a creative programme of led walks and rides.

In 2008 this process got underway when the Trust established a Steering Committee to support the project involving senior officials from all of the most relevant authorities.

Following a detailed audit of the route a Delivery Group has since been established and a programme of works is in production to ensure the estimated 600 waymarkers, 10 seats, 30 crossings, 11 gates and dozen places restricted by vegetation or other obstructions are dealt with in time for an official opening in 2012.

The Jubilee Greenway Website

Detailed research by the Chairman during 2008 provided the Trust with very useful route directions and information on the main attractions connected by the route. Many photographs have been taken by professional photographer Elizabeth Vickers and the information coordinated into 12 practical sections and promoted on a new website which can be found at www.jubileegreenway.com.

Waymarking The Jubilee Greenway

In association with a community arts trust in Hackney – Free Form Arts, a new waymarker has been designed for the Trust and produced using recycled glass. The new design will be set into the ground in the same way that the cast metal ones are used to confirm the line of the Jubilee Walkway. Several prototypes were made to perfect the two tone process which will be tested onsite in 2009. The opaque white glass is in keeping with the Trust's intentions that the route should celebrate Her Majesty The Queen's Diamond Jubilee and hopes that several of the way markers, subject to sponsorship, will be illuminated at night from underneath.



Thames Festival



The Jubilee Walkway

Panels interpreting the Jubilee Walkway

The Trust commissioned a report during 2008 from Walk London to review the 32 viewing panels along the Jubilee Walkway which interpret the route for visitors. Many were found to be out of date (as new buildings have been added to London's skyline) and several vandalised and a programme of repair and upgrading was begun. The panel on the south side of Trafalgar Square was redrawn by an artist from our panel manufacturing company Photocast informed by the new more inclusive style set by the panel design in Parliament Square. With the support of The Dog Rose Trust and RNIB Braille was added to the new design which interprets the view along Whitehall and onto Parliament Square. The panel on Tower Bridge was also updated in 2008. Originally unveiled by HRH The Prince of Wales in 1984 the previous panel was missing several important landmarks including City Hall and St Marys Axe (also known as 'The Gherkin'). Both new panels are due to be installed on site during 2009 and it is hoped that further meetings with regional organisations including the Greater London Assembly and London Development Authority will secure support for further panel upgrades in the future.

Promotion

The Jubilee Walkway was represented at the Thames Festival as part of London Walking Weekend on 15th and 16th September, originally established in partnership with ITV in 2002. The weekend was again popular and more than 5,000 Jubilee Walkway

maps were distributed. Free guided walks on sections of the Walkway were again provided by blue badge guides, sponsored by Transport for London, and were very much enjoyed by more than 500 people.

Further promotional events took place regularly on the Walkway throughout the year. Free guided walks were organised in partnership with Walk London during their now regular 'spring into summer', 'autumn ambles' and 'winter wanders' programmes in January, May and September.

The Jubilee Walkway Website

The website continues to be a popular reference point and source for further information for visitors from all over London and across the world. The site gives the history of the Walkway, a map, details of the various attractions along the route, and notes on each panoramic panel. There is also a section devoted to the latest news from the Trust, which is continually updated. Approximately 800 people visit the site per week and many request a leaflet which is distributed on behalf of the Trust by a service, paid for by Transport for London and provided by Walk London. A recent survey of those requesting the leaflet suggests that more than 60% went on to walk the route.

The website is accessible on
www.jubileewalkway.com



Tate Modern



The History of the Trust

The Jubilee Walkway Map

It is understood that the Jubilee Walkway map continues to be the most popular map of central London used to navigate between attractions, parks and stations.

The Walkway Trust distributed more than 50,000 copies of the Walkway map this year through online requests, at events organised across London and via our partners at visitor attractions and the Visit London Information Centre in Regent Street. The London Eye alone distributes sometimes more than 4 boxes a week of the map.

Looking forward to 2009

The Trust plans to launch The Jubilee Greenway publicly in 2009 and hopes to attract significant media attention. A new website will be launched, hopefully for both routes, and a guidebook created for people to listen to or download as a companion to their enjoyment of our routes.

There are plans to work with partners to start installing waymarkers along the new Jubilee Greenway and the Trust will continue to ensure both routes are improved wherever opportunities arise and funding permits.

The Silver Jubilee Walkway Trust, as it was then known, first met on 12 February 1978, and signed the Memorandum and Articles of Association on 12 October that year. The Trust was incorporated under the Companies Act 1948 to 1976 on 6 February 1979 and registered as a charity on 11 April 1979.

The Trust was created to manage the Silver Jubilee Walkway which was laid down in 1977 as an output of the Environmental Committee set up as part of the London Celebrations for The Queen's Silver Jubilee, under the Chairmanship of the late Max Nicholson. Her Majesty The Queen opened it by unveiling a plaque on the South Bank Lion, on the night of the Thames fireworks celebrations on 9 June 1977.

The original Walkway led from Leicester Square through St James's Park to Lambeth Bridge, across the river and to follow the South Bank of the Thames to Tower Bridge, crossing back to Tower Hill. A major initiative of the Trust was to improve and promote the South Bank, open a riparian route along the Thames, and integrate the South Bank with the established identity of London and stimulate a series of improvements.

The Trust received enthusiastic support from most of the local authorities for the Walkway. Leicester Square was partly pedestrianised, the Jubilee Gardens were created on the site of the Festival of Britain (an area which had descended into being a car park), and gradually the Thames riverside was improved. A new walk was opened beyond



Blackfriars Bridge, and a riverside piazza created beside Southwark Cathedral. Eventually, though this took some years to achieve, it became possible to walk along the riverside of the Thames all the way from Lambeth Bridge to Tower Bridge, with suitable wheelchair access at key points.

Of the Walkway, Max Nicholson wrote: 'The idea of a city walkway, was novel and needed both explaining and popularising. I therefore had to hark back to my earliest occupation as a guide-book writer, turning out a 72 page illustrated historical guide entitled The Silver Jubilee Walkway together with a folder map to show the way along it.'

Max also said that someone walking the Jubilee Walkway would have travelled through areas of London noted for entertainment, assembly, ceremonial, and open-air activity, and past many historic sites. He will have been enticed from the West End onto the South Bank and into the City. Max hoped that 'perhaps he will be subtly changed by what he has absorbed from this fertile heritage'.

HRH The Duke of Gloucester became Patron of the Trust in 1978.

The Trust completed the main Walkway circuit from Leicester Square to Tower Hill, linked back to Leicester Square, under the guidance of Robert Shaw, Chairman from 1978 until his death in 1994. The pavement markers were installed and then the Bloomsbury Spur incorporated in 1979, and has since been continued to form a loop. The Queen's

Walk was completed in 1994, and when The Queen opened it in November that year, she gave Robert Shaw the LVO in recognition of his achievement.

The completion of 'The Queen's Walk' paved the way for the then Countryside Commission to adopt the route as part of the Thames Path National Trail in 1984, the Trail being opened in 1996. The Trust maintains a close liaison with the Commission's successor body, now Natural England, through Walk London who now coordinate the investment along the route in London.

Panoramic panels were introduced in 1980, not only on the Walkway itself, but also on the Embankment and on many of London's bridges to identify the buildings along the way. These have been unveiled by Her Majesty The Queen and HRH The Duke of Edinburgh, HRH The Prince of Wales, HRH The Countess of Wessex, HRH The Duke of Gloucester, President Nelson Mandela (during his State Visit to Britain in 1996), and other distinguished figures from the world of politics, public service and the arts.

In 1982 the Trust won a Europa Nostra Award for the Jubilee Walkway.

Much of the Trust's work was undertaken by the Greater London Council (together with the Inner London Education Authority) until 1986. Following the establishment of the Greater London Authority and Transport for London the support has continued in partnership with the ongoing and unfailing dedication of the local authorities who



Detail of the embossed panel at Parliament Square



have played a vital role in assisting the Trust's work on the ground with the Walkway.

In 2000 the Millennium Spur was added by the Trust to the Walkway running the route along Birdcage Walk, in St James's Park, to Buckingham Palace and to the panel installed as part of the Queen's Golden Wedding celebrations.

The arrival of Millennium Bridge, made possible by grants from the Bridge House Estates Trust, proved a useful additional link for users of the Walkway to access between Tate Modern and St Paul's Cathedral. Panels were added by the Trust to the bridge in both directions to interpret the views up and down stream.

In 2002, the year of The Queen's Golden Jubilee, the Jubilee Walkway was completely refurbished. A survey identified where new pavement discs were needed, and almost all the panoramic panels were either updated or replaced in order to reflect the changes in London's skyline. Gold pavement discs were placed in several places, one near Guildhall where The Queen lunched on Golden Jubilee day, three near the Poultry panel which The Queen unveiled on 24 October 2002 to mark the completion of the work, and a further one on the South Bank to mark the unveiling of a panel by HRH The Duke of Gloucester for St Martin's Property Group.

In 2003, the Trust further commemorated The Queen's Golden Jubilee by creating the Golden Jubilee Mall link from Buckingham Palace down

the Mall to Horseguards Approach. The Queen opened this on the 50th anniversary of her Coronation, by unveiling a double panoramic panel opposite Marlborough House, and the route is marked with six gold pavement discs in the ground.

Following the appointment of a new coordinator for the Walkway in 2003, The Jubilee Walkway was recognised as one of 6 Strategic Walks in the Mayor's first Transport Plan. The strategic borough partnership 'Walk London,' led by the City of London, then coordinated a significant investment programme in the Walkway in order to meet the Mayor's commitment to 'complete' the Walkway by 2012.

In 2005 the Trust was commended for Best Community or Partnership Initiative, as part of the London Planning Awards, and in 2006 won a Civic Trust Mention.

In 2007 the Trust began work on the Jubilee Greenway - a new route for walkers and cyclists which connects all the central London Olympic and Paralympic Games venues and plans to be open in celebration of Her Majesty's hoped for Diamond Jubilee in 2012. The new route was officially adopted by the new Mayor of London as a 7th Strategic Route in 2008 which allowed further support for the completion and promotion of the new route via the Walk London strategic partnership.



The Greenway in Section 7



Along the Greenway from Section 12



Cafe on the Regents Canal in Section 3



Kensington Gardens in Section 1



A floating cafe at Little Venice in Section 2



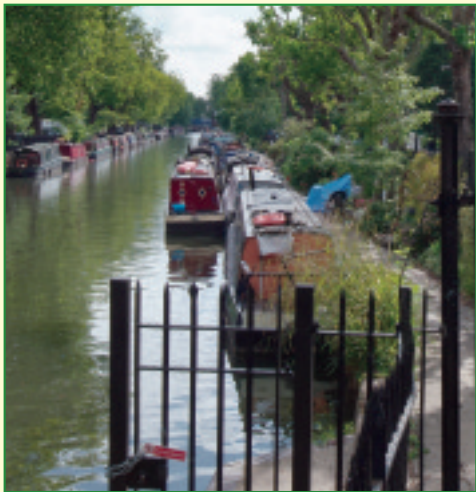
Gateway to Hyde Park Corner Section 1



Paddington Basin Section 2



Regents Canal Section 4



Regents Canal Section 4



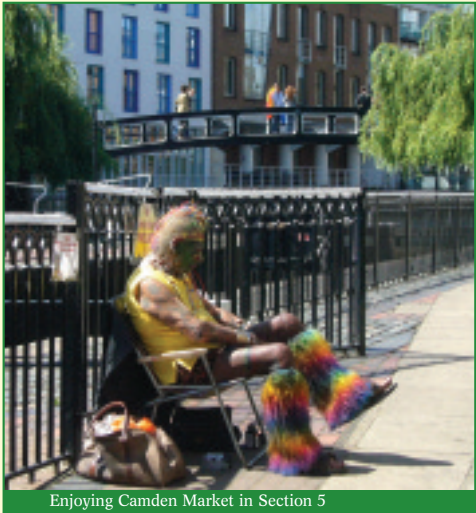
Kensington Gardens Section 1



Walkers enjoying Section 5 along the Regents Canal



Abbey Mills Pumping Station in Section 7



Enjoying Camden Market in Section 5



The Greenway in Section 7



Signage in need of repair in Section 7



Regents Canal in Section 5



Victoria Park in Section 6



The Greenway in Section 7



Regents Canal Section 5



The Thames Barrier in Section 9



Walkers enjoying Section 12



The Regents Canal in Section 12



St James's Park in Section 11



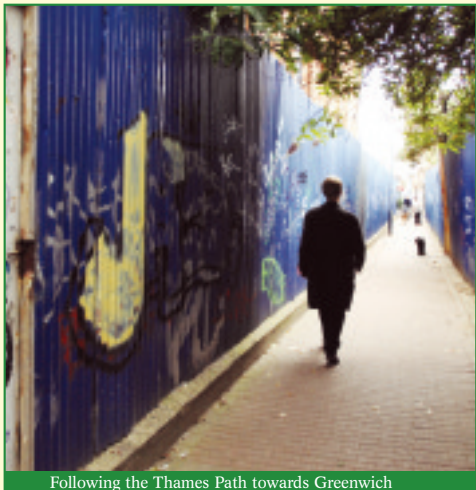
The Nelson Mandela Statue in Parliament Square Section 11



Gardens along the Thames Path in Section 10



Wharfs along the Thames Path in Section 10



Following the Thames Path towards Greenwich in Section 10



Lord Nelson at Greenwich in Section 9



STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 DECEMBER 2008

INCOMING RESOURCES

Transport for London

Sundry Income

Interest: Charities Deposit Fund

Net VAT Reclaim for past years

Total Incoming Resources

RESOURCES EXPENDED

Direct Charitable Expenditure

Viewing Panels

Refurbishment Programme

Promotion: General

Maps and leaflets

Website

Donations

Other Expenditure

Management and Administration

Accountants Fees

NET (OUTGOING): 2007 INCOMING RESOURCES

Unrealised (Loss): 2007 Profit on Investment

NET MOVEMENT IN FUNDS

2008	2007
£	£
Total	Total
12,000	65,600
–	7
202	327
1,939	–
14,141	65,934
6,000	18,809
–	910
8,540	12,803
1,111	6,273
–	883
350	800
5,929	6,373
500	500
22,430	47,351
(8,289)	18,583
(4,949)	1,118
(13,238)	19,701



BALANCE SHEET

AS AT 31 DECEMBER 2008

	£	2008 £ Total	£	2007 £ Total
Fixed Assets				
Investment at market value	–	17,123	–	22,072
Current Assets				
Debtor: VAT	4,801	–	368	–
Debtor: Accrued Income	12,000	–	–	–
Cash				
Charities Deposit Fund	54	–	5,372	–
National Westminster Bank	2,416	–	21,925	–
	19,271		27,665	–
Less: Creditors	6,345	–	6,450	–
		12,926	–	21,215
TOTAL ASSETS	–	30,049	–	43,287
Unrestricted Funds				
Balance 1 January 2008	43,287	–		23,586
Net movement in Funds	(13,238)	–		19,701
Balance 31 December 2008	–	30,049	–	43,287

NOTES TO THE ACCOUNTS

- 1) These accounts have been prepared under the historical cost convention and in accordance with applicable accounting standards and the Statement of Recommended Practice on Accounting by Charities
- 2) The investment is 275.20 COIF Charities Investment Fund Accumulation Units and is shown at market value.
- 3) Expenses of £184 (2007 £119) were reimbursed to the Trustees and Members of the Executive Committee in the year ended 31 December 2008.



STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 DECEMBER 2008

The directors are satisfied that the company is entitled to exemption from the provisions of the Companies Act 1985 (the Act) relating to the audit of the accounts for the year by virtue of section 249A(1), and that no member or members have requested an audit pursuant to section 249B(2) of the Act.

The directors acknowledge their responsibilities for:

- i) ensuring that the company keeps proper accounting records which comply with section 221 of the Act, and
- ii) preparing accounts which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 226, and which otherwise comply with the requirements of the Act relating to accounts, so far as applicable to the company.

These accounts have been prepared in accordance with the special provisions for small companies under Part VII of the Companies Act 1985 and with the Financial Reporting Standard for Smaller Entities (effective January 2005).

These accounts were approved by the trustees on 8 July 2009 and are signed on their behalf by:

Hugo Vickers
Chairman

John Polk
Honorary Treasurer





ACCOUNTANT'S REPORT

FOR THE YEAR ENDED 31 DECEMBER 2008

I report on the unaudited accounts of the Trust for the year ended 31 December 2008, which are set out on the preceding pages.

As described on the balance sheet you are responsible for the preparation of the accounts for the year ended 31 December 2008 and you consider that the charity company is exempt from an audit and a report under Section 249A(2) of the Companies Act 1985. In accordance with your instructions we have compiled these unaudited accounts in order to assist you to fulfil your statutory responsibilities, from the accounting records and information and explanations supplied to us.

Name:

Relevant professional qualification or body:

Address:

Richard Shepherd

FCA

Shepherd Smail

Chartered Accountants

Northway House

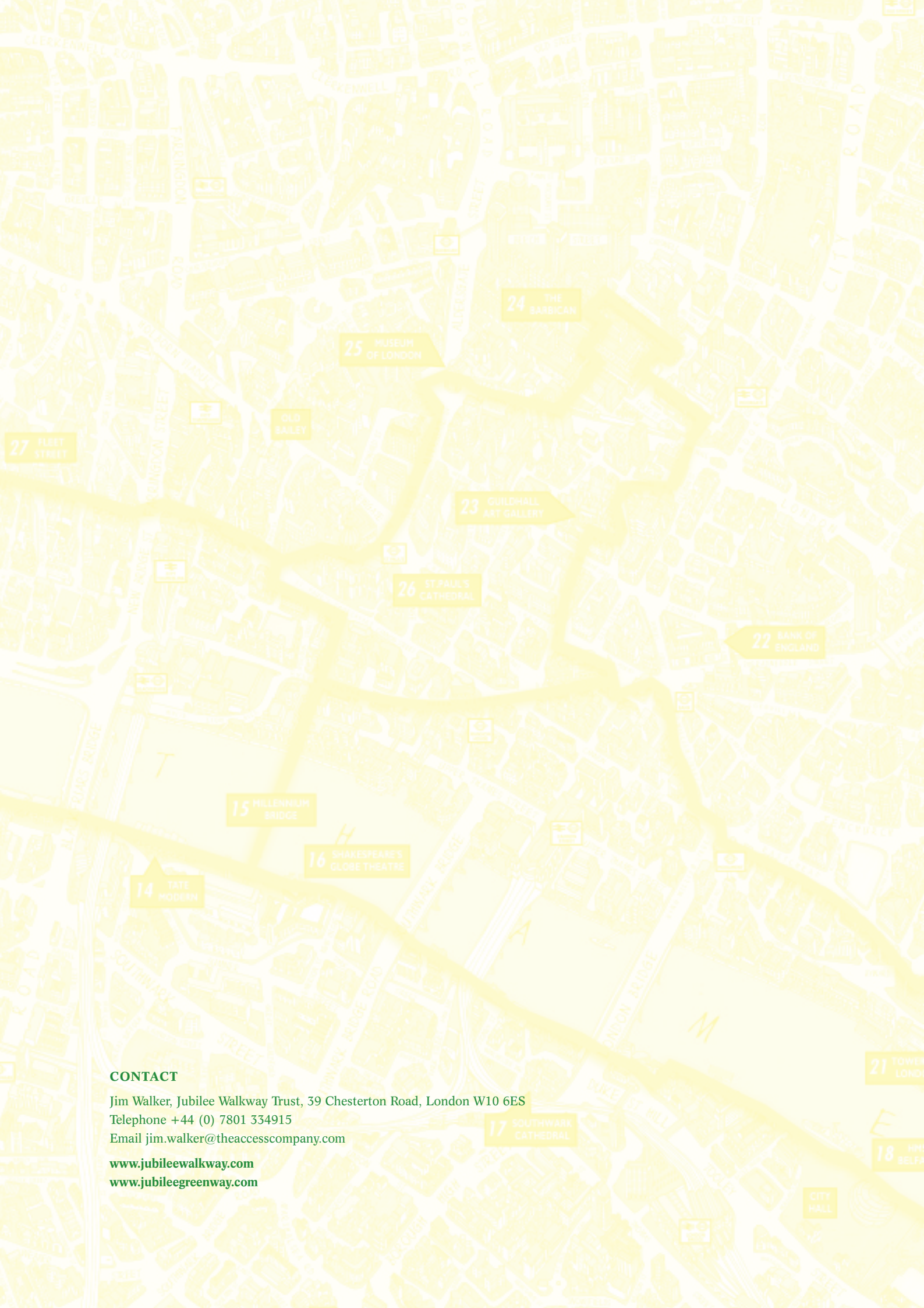
Cirencester

Gloucestershire

GL7 2QY

Date:

8 July 2009



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TRUSTEES

Hugo Vickers *Chairman* · The Hon Kate Trevelyan OBE *Vice Chairman* · Joyce Bellamy MBE *Hon Secretary* · John Polk *Hon Treasurer*
George Banks · William Crossley · Andrew Dent MVO · Nicky Gavron · Illtyd Harrington DL, JP · Dr John Parker · Christopher Patey MBE
Tom Petzal · Geoffrey Price · Geoffrey Rowley CBE · Sir James Swaffield CBE RD

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