

**Report of the Trustees
For the Year Ended 31 March 2011**

Delivering Public Benefit

In shaping the objectives for the year and planning activities the trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit. In particular trustees take care to ensure that planned activities contribute to the charity's aims and objectives.

Magna's principal aim is to provide recreation to the public at large. This means anyone and everyone is invited to visit and enjoy the many facilities on offer. Magna does not receive any public subsidy or revenue grant so has to charge for admission in order to exist but every effort is made to encourage the disadvantaged and those on lower incomes to visit. Discounted prices are offered to schools groups, students and the unwaged. Teachers and one to one carers are always free and periodically promotions provide for local children to visit free of charge.

Magna works closely with the local authorities, tourist boards, chambers of commerce and other agencies to put on special events for the community. In particular Magna offers its conference facilities at heavily discounted rates to local community, education and disability groups and to other local and national charities to ensure that a wide range of the public can benefit. In the year ending 31 March 2011 examples include:

- Disability Awareness open day
- Rotherham Children's Festival, a wide range of activities and support staff spanning three weeks in June and July. Events include:
 - Schools book awards
 - Maths master class
 - Schools choirs concert
 - Rotherham specialist schools – S Factor
 - Inspire Rotherham
 - Rotherham Oscars (Roscars)
 - Rotherham Ready conference
- Scouts and Guides events
- Rotherham PCT training days
- Rotherham Council neighbourhood exhibition
- Wedding fayre
- Party evenings for charity
- Children in Need events
- Local Chamber Charity Ball
- Sheffield Music Festival
- National Childbirth trust Exhibition
- Young People of the Year Awards
- Charity Dinners
- Real Ale and Music Festival

In addition Magna offers work experience to young people and participates in government work placement schemes.

ACHIEVEMENTS AND PERFORMANCE

The centre attracted 125,000 visitors to the attraction and 65,000 people attended corporate events in the period. During the year the company hosted a DNA exhibition which ran from May to September 2010 and plans are in place for a series of events to celebrate the 10th anniversary of the opening of the Magna centre in April 2001.