



## NATIONAL TRUST FOR SCOTLAND MEDIA RELEASE

3 June 2018

Images can be downloaded from: <https://www.flickr.com/gp/133918740@N04/331gTJ>

### **National Trust for Scotland sets out historic plans for Scottish heritage**

The National Trust for Scotland, the country's leading independent conservation charity, today (3 June 2018) announces its most ambitious-ever programme for investment and activity, with plans to spend almost £60 million on Scotland's built and natural heritage over the next five years.

In its corporate strategy for 2018-2023, the conservation charity has committed to:

- Delivering more benefit to a greater and more diverse range of people;
- Defending Scotland's heritage for current and future generations;
- Creating active learning experiences for more than 100,000 people each year;
- Introducing new, engaging and more inclusive ways to present its collections, gardens and the stories of Scotland;
- Undertaking significant landscape restoration projects;
- Growing annual visitor numbers to more than five million;
- Building its membership base from 375,000 to 490,000;
- Increasing annual donations to more than £10 million.

Building on its recently-launched *For the Love of Scotland* campaign, which features many of the nation's best-known faces, the strategy highlights some of the 100 ways in which the National Trust for Scotland actively cares for and protects Scotland's heritage. These feature dedicated volunteers, staff and supporters who love and protect Scotland's precious natural and historic treasures.

Among its priority projects over the next five years will be the construction of a 'box' to protect Charles Rennie Mackintosh's Hill House in Helensburgh. An urgent campaign to raise £1.5 million is well underway, allowing crucial conservation work to commence in the coming weeks.

In the strategy document, the National Trust for Scotland outlines its intention to build on recent work restructuring the organisation so it can safeguard Scotland's heritage for generations to come.

The Trust recognises that more needs to be done to improve its properties, not only by investing in maintenance and conservation, but by enhancing the experience of visitors and enriching the way it tells Scotland's story. In particular, it describes how significant investment in its technological systems will improve customer experience and assist volunteers and staff in their jobs.

The strategy also reinforces the role the Trust has in collaborating in wider discussions such as sustainability and climate change – harking back to the campaigning roots of the organisation.

Simon Skinner, chief executive of the National Trust for Scotland, said:

“This strategy outlines everything that the National Trust for Scotland stands for: protecting our heritage, sharing unique experiences with people and promoting Scotland, all through the collective endeavour of our supporters and staff. To do that, we need to create an efficient and sustainable business which delivers our conservation ambitions.

“Our charity is unique in Scotland in that its remit is to protect the full spectrum cultural, built and natural heritage. Our independent charitable status also gives us the freedom to take a long-term view about what is best for heritage, to make our voice heard when it is needed and to take radical action, just as we are doing at The Hill House.

“This plan for the next five years sets out how we can make the Trust fit for the future, through investment in every aspect of our organisation – our people, our places, and delivering the technology that both of them need in an ever-changing world.

“We have a range of bold projects underway the length and breadth of Scotland from The Hill House in Helensburgh and Brodick Castle on Arran, all the way up to our ongoing investment in Inverewe Garden. This strategy gives us a renewed focus on the future and underlines our commitment to the totality of Scotland’s heritage, landscapes, and legacy and what it can do for our communities.

“Celebrating the past, while looking firmly ahead, we will ensure our heritage is valued by all and kept safe for generations to come.”

From Monday 4 June 2018, you can find out more about the National Trust for Scotland’s 100 ways by visiting: <https://www.nts.org.uk/our-work/our-strategy>

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#### **Editor’s Notes:**

#### **National Trust for Scotland Corporate Strategy 2018-2023**

The National Trust for Scotland has published a new Corporate Strategy covering the period April 2018 to 2023.

The Strategy sets out a vision for Scotland’s heritage that the Trust is working towards; Scotland’s heritage is valued by everyone and protected now, and for future generations

The Trust is implementing the strategy on the back of a re-organisation in 2017, which created six new regions and a division responsible for natural heritage to oversee work on its properties. A new policy team was created to give the Trust a stronger voice in heritage conversations.

£14 million has been invested in a range of priority projects to enhance the visitor experience and the Trust relaunched its brand to ensure wider public appeal. The Corporate Strategy builds on these changes and sets out an ambitious programme of investment in heritage to benefit more people over the next five years.

The Trust is using the following three strategic objectives to guide its work to deliver against its vision:

- To protect and care for Scotland's heritage;
- To provide opportunities for everyone to experience and value Scotland's heritage;
- To promote the benefits of heritage.

In order to achieve that, the Trust needs to grow its support and ensure there are adequate resources and mechanisms in place to protect heritage. At the heart of the strategy is the idea that society will only protect what it values, and values are influenced by experience.

The strategy identifies a range of targets and ambitions; to improve the condition of heritage, to make a bigger contribution to combating climate change, to benefit more people and improve the Trust's business resilience. Specifically to:

- Invest £57 million improving the visitor experience and condition of the Trust's heritage assets;
- Increase annual visitor numbers to more than five million people by 2023;
- Increase carbon sequestration by expanding woodland and restoring peatland on a landscape scale;
- Provide active learning opportunities for more than 100,000 people from diverse backgrounds every year;
- Increase support through donations to £10 million a year and increase membership to more than 490,000 by 2023.

The published strategy and supporting video is available on the Trust's <https://www.nts.org.uk/our-work/our-strategy> along with a compendium of 100 projects the Trust is undertaking to kick start delivery of the strategy.

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