

Nature, Beauty & Heritage for Everyone – Building phase 2025-28

A ten-year strategy



CONSERVATION

1. We're improving the condition of heritage and gardens in our care to ensure they are accessible to future generations
2. We're helping nature flourish across our countryside, gardens, farmed and designed landscapes
3. We're protecting more of Scotland's heritage and nature through ownership or partnership with communities and others
4. We're protecting Scotland's heritage and nature and promoting its benefits for everyone by speaking up when it is threatened

ENGAGEMENT

5. Our charity is recognised as a leading provider of heritage, gardens and nature visitor experiences in Scotland to more than 6 million people per year by 2032
6. Our charity is providing opportunities for skills development through our own initiatives and through collaboration with others
7. We're working with research partners to generate new practices and insights into Scotland's heritage, gardens and nature
8. We're enabling more people to connect with our places for improved wellbeing and informal and formal learning opportunities
9. We're supporting a greater diversity of people to benefit from heritage, gardens and nature across the Trust

SUSTAINABILITY

10. We're working towards half a million members in support of our charity and its objectives
11. Our charity is financially secure, balancing our core income and expenditure alongside a capital investment programme of over £100 million across the lifetime of the strategy, while maintaining reserves to ensure the long-term resilience of the Trust and its assets
12. We have a thriving enterprise and fundraising culture enabling our charity to invest more into Scotland's heritage, gardens and nature for its care and for the benefit of everyone
13. We're on a pathway to be climate positive by 2045, reducing our organisational emissions (scope 1, 2 and 3 excluding visitor emissions) by 40% by 2031 – from our 2023 baseline

PEOPLE & PROCESSES

14. We support the wellbeing of a diverse and integrated workforce of employees and volunteers working towards a shared vision, values and objectives
15. We're a learning organisation. By continual learning and development, our staff and volunteers are supported through a skills development approach, and provided with knowledge, and the resources they need to succeed
16. We prioritise health and safety to manage risk to people and our places
17. We will continuously improve how we work and how people engage with our charity through more effective use of technology, systems and data

Our values

CARING BRAVE CURIOUS VIBRANT INCLUSIVE

