

# Nature, Beauty & Heritage for Everyone

## A ten-year strategy



### CONSERVATION

#### Caring for Scotland's special places

- We will have stabilised and improved the condition of our estate
- We will have enriched Scotland's protected heritage to make it relevant to more people
- We will have enabled nature to flourish across our countryside, gardens, farmed and designed landscapes
- We'll be speaking up for our heritage which doesn't have a voice

For more information email  
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### ENGAGEMENT

#### Providing access and enjoyment for everyone

- We will be a leading provider of inspiring heritage visitor experiences in Scotland to more than 6 million people per year by 2032
- We will be a learning organisation by championing skills to support traditional conservation and innovation
- We will enable growth and diversity of people to access our properties to improve health and wellbeing

### SUSTAINABILITY

#### Being a sustainable charity

- We will be a growing diverse organisation, with over half a million members
- We will be financially secure, balancing our income with over £100 million of capital investment over the lifetime of this strategy
- We will have transformed our organisation to be carbon negative by 2031/32
- We'll have invested in our own people, the volunteers and staff who care for our properties, and equipped them with the systems and capabilities we need

#### Our values

**CARING BRAVE CURIOUS VIBRANT INCLUSIVE**

