

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
strategy@nts.org.uk

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

