

# Our strategy to 2025



## Our story so far

“Throughout our history, the National Trust has risen to the challenge of the age...”

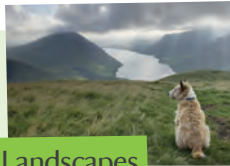
Helen Ghosh, Director-General



1895 - Core purpose

We were founded in 1895 to “...promote the permanent preservation for the benefit of the nation of lands and tenements, including buildings, of beauty or historic interest and as regards lands so far as practicable for the preservation of their natural aspect, features and animal and plant life...”

In the 1920s and 30s, the great challenge of the National Trust was the protection of, and access to, the great landscapes: the Lakes, the Peaks and Snowdonia.



1920s - Landscapes



1940s - Houses

Depression and war accelerated the collapse of the country house and estate. The National Trust stepped in to save some of the finest country houses for the nation.

In the 1960s, the National Trust launched Operation Neptune to help protect the coastline from development. We celebrate the 50th anniversary in 2015.



1960s - Coast



2000s - People

Following the great expansion of visitor and member numbers in the 1980s and 1990s, the 2000s were a period where the Trust focused on access and engagement.

What will we look back and say about the 2020s and 2030s? What challenges of the age will we rise to?

2020s  
& 30s

## In the 21st century

“The question now is: what does the nation need from us in the 21st century?”

Helen Ghosh, Director-General

### 1 Looking after what we've got

Our first and most important duty is to look after the land and buildings we already own. We take a long-term view of conservation, so that includes measures to tackle climate change.

### 2 A healthier, more beautiful environment

People love the outdoors and benefit from the services it provides. But the health of the environment has been compromised by decades of misuse and is threatened by climate change. As the nation's largest public benefit landowner, we'll play a leading role in finding and promoting solutions.

### 3 Experiences that move, teach and inspire

Millions of people every year visit cultural heritage and outdoor places. We do well at providing warm and welcoming experiences. But many people want more than that: they want experiences that move, teach and inspire. We'll offer enjoyable, inspiring and relevant experiences at all our properties.

### 4 Looking after the places people live

People love their local, everyday heritage. But budget cuts and housing pressure means local historic buildings and green spaces could be under threat. We'll test what role, if any, the National Trust can play in safeguarding their future.

### 5 Growing support

As a consequence of this, we'll build longer and more loyal support that will allow us to fulfill our conservation needs and ambitions. We will better understand what people want and tailor what we offer and how we communicate to meet those needs.