



National
Trust

Seonag.porter@nationaltrust.org.uk

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Dear Ann,

It is with great pleasure I can share our new strategy for the next decade and beyond. Thank you for helping us get to this point.

Following the largest consultation in our 130-year history, 70,000 people have informed three clear and ambitious goals in response to the challenges we face today, and in the future. We plan to:

Restore nature - not just on National Trust land, but in all kinds of places, from the centre of cities to remote corners. Through partnerships and collaboration, we will create 250,000 hectares of flourishing nature-rich landscape – an area equivalent to one-and-a-half times the size of Greater London.

End unequal access to nature, beauty and history. We'll break down the barriers that prevent people from accessing green space and heritage, both at the places we look after, and far beyond our own gates. We're starting the year by announcing a new partnership with the leading mental health charity, Mind.

Inspire millions more people to care and take action. We'll inspire 5 million more people to give their time, voice or money in support of our goals, creating a new generation of advocates for nature, beauty and history everywhere.

These goals form the pillars of our strategy for 2025-2035 and they're our most ambitious yet. They aren't simply organisational objectives, but societal shifts we need to help make if we want to leave the next generation with a thriving natural and cultural world.

They'll be underpinned by world-class conservation of places and collections and by fantastic experiences at places in our care, and further afield.

You can read our new strategy *People and Nature Thriving at: [Our strategy to 2025 | National Trust](#)*.

We're so proud of what we've already achieved – securing hundreds of miles of coastline, planting swathes of woodland and taking care of historic homes for all. This has been possible thanks to supporters and partners like you. But today, we're facing the greatest challenges in our history – from a rapidly declining natural world and a changing climate to a lack of access to heritage and green space for millions of people.

National Trust
Boon Crag
South Lakes
Coniston
Cumbria LA18 8AQ

www.nationaltrust.org.uk

Patron: His Majesty The King
Regional Advisory Group Chair: Janet Dugdale
Director of Region: Mike Innerdale

Registered office:
Heelis, Kemble Drive, Swindon
Wiltshire SN2 2NA
Registered charity number 205846

So, as we celebrate our 130th anniversary this year, we will build on what our founders set out to do in 1895 and adapt to meet the needs of today. But we can't do it alone. You'll hear much more about our strategy throughout the course of the year, and we would love to talk to you about how we can work together. We need your support now, more than ever.

Thank you for playing your part in our story so far. We're excited for the next chapter.

Best wishes,

Seonag Porter

Volunteering & Community Officer

South Lakes Properties

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