

# Our National Trust

The National Trust means all kinds of things to all kinds of people. So, inside the Trust, it's important that we share a clear understanding of who we are and what we stand for.

Every organisation has to be clear about its purpose and communicate it as simply and effectively as possible to the world outside. The words in the pink box are designed to enable us all to do this.

The challenges and opportunities facing us are greater than ever. We have a renewed focus on the crisis facing nature. We have urgent work to do today and long-term plans for a better tomorrow. Together, talking in one clear voice and living our values, we can achieve a huge amount.



National  
Trust

## What we do

We protect and care for places so people and nature can thrive. Many millions share the belief that nature, beauty and history are for everyone. So we look after the nation's coastline, historic sites, countryside and green spaces, ensuring everyone benefits.

## Why we do it

Nature and the historic environment are under threat. They're essential to everyone, they enrich people's lives and are part of the fabric of society and they urgently need more care.

## Where we do it

From wild and precious places to the world outside your window, the National Trust offers access, enjoyment and a chance for everyone to help out.

## Who we are

With our staff, members, volunteers and supporters, we are the biggest conservation charity in Europe. Everyone can get involved, everyone can make a difference.

## How we do it

We live by four key values:

### We love people and places

People and places need each other to thrive. We care for nature, beauty and history for everyone, for ever.

### We welcome everyone

We are for everyone. We play a positive role locally and nationally connecting and inspiring people.

### We think now and for ever

Be part of creating a lasting legacy for the future by valuing what we have, embracing change and moving forward.

### We make it happen

We move forward with purpose and focus, always aiming to simplify and improve.

## What we believe in

Nature, beauty, history. For everyone, for ever.

# Our values

## Love people and places

People and places need each other to thrive. We care for nature, beauty and history for everyone, for ever.

- We care about places and nature for people
- We inspire people through our knowledge, enthusiasm and actions
- We work together to bring places to life for people
- We champion the variety of places and the people who connect with them



## Think now and for ever

Be part of creating a lasting legacy for the future by valuing what we have, embracing change and moving forward.

- We respect and learn from the past to inform the decisions we make today
- We embrace change and think creatively so we're always relevant
- We act responsibly and sustainably, avoiding waste
- We consider the impact of everything we do on people, the planet and our financial health



## Welcome everyone

We are for everyone. We play a positive role locally and nationally connecting and inspiring people.

- We are understanding and respectful
- We are curious and learn from others
- We collaborate, proactively considering different perspectives
- We are welcoming and value difference



## Make it happen

We move forward with purpose and focus, always aiming to simplify and improve.

- We act efficiently and keep it simple
- We deliver great service and quality
- We prioritise effectively and own our actions
- We lead where we should, and support where we can

