

The voluntary sector delivering economic change, skills and a better local environment

10 Key Facts about the National Trust

- 1 We are the largest membership organisation in Europe, recruiting more than one new member every minute
- 2 We are supported by nearly 40,000 volunteers making us one of the largest volunteer forces in the UK
- 3 We provide public access to 820 square kilometres of land
- 4 We have 50 million visitors to our coast and countryside properties each year
- 5 We manage and protect 20% of the coastline of England, Wales and Northern Ireland as well as 6% of SSSIs and 40% of the species protected by the UK Biodiversity Action Plan
- 6 We are the nation's largest farmer, with over 250,000 hectares of land and 2,000 tenants
- 7 We operate Europe's largest network of holiday cottages and gift shops
- 8 We are the one of the country's largest out-of-school classrooms with over 500,000 visits by schoolchildren
- 9 We make over 300 mansion houses with gardens open to the public
- 10 We look after 37 pubs, 25 castles, 22 dovecotes, 2 lighthouses, the national lawn mower collection and a gold mine.

More than a pretty place



THE NATIONAL TRUST

for Places of Historic Interest or Natural Beauty

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Front cover:

Left: Organic farm shop at Hindon

Farm, Somerset. NTPL/JOE CORNISH

Middle: Volunteer at Golden Cap

Estate, Dorset. NTPL/IAN SHAW

Right: A 'Wild About Wildlife'

session at Clumber Park,

Nottinghamshire. NTPL/IAN SHAW

Bottom: Visitors on Marsden Moor,

West Yorkshire. NTPL/PAUL HARRIS



Left: View near the Elgins Coppice, Hatfield Forest, Essex.
NTP/L/PAUL WAKEFIELD

Below: A loom supplying Herdwick carpets for a market largely generated by The National Trust.
PHOTO/NT

The National Trust in action...

The National Trust has a passion for people and places. Established more than a century ago, the Trust enjoys the largest supporter base of any UK charity. While much of our work in looking after the nation's countryside, coastline and historic environment is well known and enjoyed by tens of millions of people each year, the National Trust is more than a pretty place. As this leaflet describes, our work lies at the heart of important debates over the future of the economy, the development of people's skills and sense of community, and the quality of the local environment in both town and country.

Powering a new economy

The National Trust is a major business. We support thousands of local businesses and invest in parts of the country that might be bypassed by normal market forces. We combine voluntary sector objectives with business acumen and make investment decisions for the long term. In many places we operate like a development agency – identifying priorities, leading projects, levering in funds, establishing partnerships, involving communities and investing in the future. This kind of investment is set to become even more significant to the economy. By contributing to intellectual capital in the environment and conservation and to a strengthening sense of place it underpins the new knowledge economy, which depends on a high quality environment and strong local economies for its success.

- The Trust invests over £160m a year in the nation's environmental infrastructure and works with over 40,000 companies, including 2,000 specialist conservation businesses.
- Each National Trust job generates between 5 and 9 full time equivalent jobs in the local economy.

- We transfer millions of pounds each year into less buoyant rural and urban areas, including parts of Cornwall, Wales, Northern Ireland and the North East.
- The Trust provides workspace for hundreds of businesses and support and advice for 2,000 farm tenants.
- An estimated 40% of tourism jobs – the world's fastest growing industry – depend on a high quality environment and the total number of jobs dependant on a high quality environment outstrip those generated by aviation more than three-fold in Wales, South West and North East England.

The Trust helps provide the raw materials for the businesses of the future – the UK's edge in an increasingly competitive world depends on knowledge, skills, innovation, local distinctiveness, culture and a high quality environment as ever more discerning consumers and investors seek out what is special and distinctive.

The Trust will be developing this role in the future. We will work with others in strengthening the environmental economy and demonstrating the role of the voluntary sector in driving economic change.

supporting local businesses...



The National Trust in action Boosting Liverpool's cultural economy

Liverpool's economic recovery has been boosted by over £2.2m of National Trust investment over the last 3 years which has helped build the city's cultural identity and confidence. Tourism is set to be worth over £1bn to the city with a major contribution from the "Beatles economy". It is the Trust's 20 Forthlin Road and 'Mendips', the former childhood homes of Sir Paul McCartney and John Lennon, which allow people to experience where the Beatles story began. Liverpool's cultural history will also be brought to life at the former home of the city's greatest portrait photographer, Edward Chambre Hardman. Speke Hall, a splendid Tudor mansion with beautiful gardens and grounds attracts over 100,000 visitors each year, and our coastal property at Formby, home to the famous red squirrels, and a 'green lung' for Liverpool's population, attracts over 300,000 people.

The National Trust in action Investing in neglected economies

£2.5m of National Trust investment over 15 years has helped transform the Lizard Peninsula in Cornwall, England's poorest county. Levering in public and private funds and working with partners we have removed the blight of intrusive buildings and cables, converted neglected hotel buildings into the country's most southerly youth hostel, improved public access, opened the Poldu Marconi Centre at the birthplace of modern communications, invested in a solar powered café at Kynance Cove and changed farming practices to restore habitats. This mixture of economic, social and environmental investment is delivering long-term, sustained benefits to the area.

The National Trust in action Herdwick carpets

National Trust support with investment from Northern Rock Foundation has generated a reliable new market demand for the wool of Herdwick sheep in the Lake District. Goodacre Carpets of Kendal are now making a Herdwick Axminster carpet. Farmers' income has grown from 2 to 50 pence per kilo of wool securing a future for the unique Herdwick sheep so vital to the Lake District landscape in the wake of foot and mouth.

40,000
companies work with us

Below: Base campers at Scotney Castle in Kent, putting in a fence line.
NTP/L/CHRIS KING

Below: Local schoolchildren, studying wild flora, on an educational visit to Coleshill Farm, Oxfordshire.
NTP/L/DAVID LEVENSON

helping people contribute to their local communities...



Providing life skills

The National Trust is a leading provider of life skills. Through our volunteers, education and youth programmes and adult training we help people realise their potential and contribute to the local community. This work helps meet changing economic demands for transferable skills and the social imperative to provide people with the skills and opportunities necessary to build and maintain communities. If we are to improve productivity, tackle alienation, address problems of anti-social behaviour and build communities, social capital and self-worth, then providing such skills is an imperative for the future.

For children we provide one of the largest out-of-school classrooms in the country, with over 500,000 visits to Trust properties each year. Our support for core curriculum topics such as citizenship and science is integral to this.

The Trust runs accredited adult training schemes for specialist skills such as textiles conservation, building maintenance and repair and gardening. We are looking to extend

these to other areas of skill shortage. This helps people upgrade their skills at any stage in life.

The Trust runs over 40 basecamps each year and also offers working holidays for over 4,000 volunteers. This provides the equivalent of 2,350 weeks of conservation work. Over 40% of those on working holidays are in school or further education.

The Trust is the one of the largest volunteer forces in the country. We provide the means for nearly 40,000 people every year to give time to their community and develop and support them in their volunteering. This provides a gateway to people of all ages to develop their skills and experience which few can match. It also contributes the equivalent of more than £12.5m to local economies.

4,000
volunteers enjoy working holidays

Our work encourages thousands of people to give their time for everyone's benefit. We know how much people, including the retired and unemployed, gain confidence, expand their horizons and simply enjoy themselves as volunteers while doing work for their community. The opportunity to develop life skills at any age is what is needed for the future.

The Trust is strengthening its work on volunteering, learning, skills and community development. New learning programmes inspired by the special places in our care have the potential to create life-changing experiences and combat exclusion and inequality. We look to others to share in the development of this work.

The National Trust in action Helping prison work in Derbyshire

The National Trust worked with inmates at Sudbury Prison to help build confidence and provide new skills – communication, belief and self-worth. Working with poets at the Trust's Sudbury Hall, inmates learned how to give better expression to their feelings and overcome fears about speaking in public. At the end of their course some said it had changed their life because

no-one had ever valued their thoughts while others spoke of how it had transformed marital and family relationships because they were able to communicate emotions for the first time.

The National Trust in action Working with under-achievers in Staffordshire

Young people from Stoke on Trent who have struggled at school are being helped by the National Trust in partnership with Groundwork to develop their skills. Once a week for six months they are working closely with Trust staff on countryside projects such as building footpaths, restoring habitats and planting orchards. The scheme includes a special training scheme providing work placements as trainee countryside wardens, which has provided a route to full time employment for everyone who has participated.

40%
of those on working holidays are in school or further education

Below: A family enjoying a quiet picnic in the countryside in Horner Woods in Somerset.
NTPL/JENNIE WOODCOCK

Below: Divis and Black Mountain on the doorstep of Belfast.
PHOTO/NT

protecting and managing public spaces for the benefit of all...



Local quality of life

The Trust's business is to protect and manage public spaces for the benefit of everyone, forever. As questions of liveability and the quality of the local environment rise rapidly up the league table of public concerns so the Trust's experience in the management and use of public spaces becomes ever more relevant to shaping people's quality of life. Too much of our local environment is subject to damage and decay and the Trust knows first-hand the problems caused by anti-social behaviour and the impact of litter and vandalism. But we also know how well managed and attractive places inspire public support and build a sense of value and shared responsibility. The sense of place that stems from looking after buildings and public spaces is also a major inspiration for creativity, cultural regeneration and civic pride.

The Trust is the largest provider of different kinds of public open space in the country and invests millions of pounds each year in maintaining this environmental infrastructure.

Guaranteed open access to the countryside was led by the Trust and in towns and cities our parks and open spaces provide much needed green lungs.

80% of the population lives within 20 miles of a Trust property and we provide the recreational lungs for many of our major cities with large areas of open land in Green Belt and on the urban fringe. We are improving access for all through innovative public transport and other schemes.

The Trust has a presence in diverse communities across the UK and is a growing source of social energy, bringing people together to shape future decisions and drawing on shared knowledge and experience to improve the local quality of life.

Looking after the local environment lies at the heart of the Trust's role. We are keen to develop this and help bring a high quality environment closer to everyone.

The National Trust in action Green lungs for Cambridgeshire

The Trust's Wicken Fen vision is set to be a centrepiece of new plans for large scale development in the country's fastest growing region. The future success of the area depends on proper investment in its environmental as well as other infrastructure and Wicken Fen provides a wilderness oasis in a heavily developed and intensively farmed landscape. The vision is to expand this fragment of original fen by 150 sq. km, bringing it within easy reach of Cambridge city centre.

The National Trust in action Protecting the Bath skyline

Accessible, quiet open spaces and footpaths surround Bath as a result of the National Trust's 200 hectares of countryside. The Bath Skyline provides the famous backdrop to the Bath World Heritage Site and is rich in wildlife and history. Nearby Prior Park – an eighteenth century landscape garden – has been a pioneer of car-free leisure by providing no general car park and supporting access by bus, cycling and walking. Working with local community groups, colleges,

residents associations and schools the Trust is promoting learning and volunteering opportunities, events and activities that will secure this open space for the future.

The National Trust in action Divis and Black Mountain

The Trust's acquisition of Divis and Black Mountain on the doorstep of Belfast will provide access for different local communities and the wider public for the first time and protect this special landscape from urban sprawl.

80%
of the population
lives within 20 miles
of a Trust property

For more information please contact:

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