

Cornwall Heritage Trust Strategic Pillars

These notes have been created from the session with trustees and staff facilitated by Sara Hilton and subsequent sessions of the SLT.

The intention is to gain sign-off from the Council of Management for the principles listed here to enable SMART targets and objectives to be assigned and a more cohesive document to be created by the operations team. Trustees are encouraged to bring suggestions/ amendments/ changes to the meeting for discussion.



PROTECT

- Continue focusing on the resilience/ consolidation of CHT, providing strong foundations for the sustainability and longevity of the organisation
 - Ensure financial security of the trust through legacies, corporate sponsorship, fundraising, increased membership and new income generation opportunities.
- Heritage Sites:
 - Save at least one site a year.
 - Manage our sites in an environmentally responsible way given the climate emergency.
 - Create East and West ranger teams and bases to manage sites with the support of a growing volunteer sector.
- Remain relevant by embracing a breadth of heritage and being agile enough to respond to new issues or opportunities

PROMOTE

- Membership:
 - Publish the work of the trust through 2 member magazines per year
 - Maintain ratio of 80% of memberships living in TR and PL postcodes
 - Increase number of life members
- Seek a high-profile patron and supporters/ ambassadors
- Promote the use of our sites as a vehicle for health and well-being activities
- Explore digital options and innovative technology as a way to reach wider audiences
- Events:
 - Promote Cornish heritage through an exciting variety of events that cater for different audiences; increase participation at by __%
 - Share stories and experiences

ENGAGE

Inspire people to connect with and care about Cornwall's heritage

- Education
 - Develop a robust, curriculum-linked, accredited education programme.
 - Continue to support children in Cornish schools to access high-quality heritage learning on and off school sites through discovery club workshops and assisting travel through the school transport grants scheme.
 - Increase our education offer to students in alternative provision and those not in education, employment or training
- Expand access to heritage careers through bursaries, apprenticeships and work placements
- Volunteers
 - Continue to expand the scheme to support the work of the Trust
 - Grow the diversity of volunteers through broadening our offer of opportunities

COLLABORATE

- Strengthen resilience within the heritage sector:
 - Actively seek new partnerships with organisations within and outside the heritage sector
 - Support partner organisations to thrive
 - Share good practice and resources.
- Support landowners to manage sites of historic significance
- Work with a variety of organisations to expand our focus on using heritage as a health and wellbeing tool