

# John Muir Trust Strategic Plan 2022-2026

JOHN  
MUIR  
TRUST

## Draft for consultation

**Our vision** is a world where wild places are valued for present and future generations.

**Our purpose** is to conserve, protect and restore wild places for the benefit of all.

**Our focus** is on the many benefits of wild places; from the most rural to the most urban, from first experience to familiar adventure; from healthy individuals to thriving communities, from tackling climate crisis to halting biodiversity loss.

### Our key messages are:

- Wild places are where nature has most freedom.
- Wild places are for all.
- We stand up for the value of wild places.
- We are dedicated to the experience, protection and repair of wild places.

### We will deliver our purpose by growing our:

- ▲ Organisational capability and effectiveness.
- + Brand strength and impact.
- Financial stability and influence.

### Our strategic objectives are:

- ▲ To be an **EXEMPLARY ORGANISATION** by any standard.  
*Be an effective organisation that leads in its field with the highest standards of governance, highly skilled staff and a culture of innovation.*
- + To **INCREASE ADVOCACY** to protect wild places and to defend where necessary.  
*Defend wild places, engage with governments, influence land managers and develop the economic case for wild places.*
- + To be an **EVIDENCE-BASED** organisation to inform our work.  
*Gather the evidence and make the case for the value of wild places.*
- + To deliver **EXEMPLARY LAND MANAGEMENT**.  
*Deliver management standards, engage with communities, partner on landscape scale projects, and build our consulting capability.*
- + To **CONNECT PEOPLE TO WILD PLACES**, so their experience empowers them to advocate for their protection.  
*Grow the John Muir Award through partnerships, increase youth engagement and create more opportunities for people to take part in our work.*
- To **EXTEND OUR INFLUENCE** and reach by diversifying our support base, networks and partnerships.  
*Extend our impact through effective partners, enhance our supporter experience and do more to be equitable, diverse and inclusive.*
- To **PROMOTE OUR BRAND** and increase the perceived value of wild places centred around our work.  
*Increase membership and invest in blended interpretation on the land we manage.*
- To **BOOST OUR FUNDRAISING** capability focused on major projects and initiatives funded by corporates, foundations and philanthropists.  
*Diversify our income streams and increase multi-year project-driven funding.*

### Our key measures of success will see us:

- Increase the amount of land in the UK where nature is most free.
- Demonstrate greater economic benefit to communities from better stewardship of wild places.
- Increase our income from more sources.
- Bring about changes in government policy and society attitudes that protect wild places.
- Garner support from a more diverse membership, including among young people and those historically under-represented in wild places.
- Influence more land in the UK to be managed to higher standards to tackle the climate crisis and reverse biodiversity loss.