

Strawberry Hill Trust Strategic Plan (2026-28)

Vision and Mission

The Strawberry Hill Trust's (SHT) Vision and Mission have been reviewed and updated to reflect the organisation's role in maintaining, investigating, and sharing the unique cultural heritage of Strawberry Hill House and Garden. These statements articulate SHT's commitment to widening access and promoting Strawberry Hill's seminal influence on the Gothic imagination across art, architecture, literature, and cultural history.

Vision

Strawberry Hill House and Garden is the global home of the Gothic — a timeless place that inspires wonder, imagination and creativity through art and design, architecture, literature, collections and landscape, for today and future generations.

Mission

Our mission is to maintain, research and interpret Strawberry Hill House and Garden as a global centre for the preservation and appreciation of the Gothic imagination in art, architecture, literature, landscape and collecting. We share Horace Walpole's legacy with the widest possible audience, physically and digitally, enabling creative dialogues, learning opportunities and unforgettable experiences. We actively seek partners and collaborators who share our vision.

Strategic Priorities (2026-28)

Over the next three years, the Strawberry Hill Trust will deliver four overarching Strategic Priorities (SPs):

1. Heritage

- Conservation management of the historic house, garden and museum collections
- Collecting and borrowing priorities
- Collections management
- Collections documentation and digitisation

2. Research and Interpretation

- Advance interdisciplinary research into the legacy of Horace Walpole
- Develop a comprehensive Interpretation Plan across multiple platforms
- Establish a 12-month public cultural programme, including in-focus exhibits
- Invite creative responses from contemporary artists and knowledge communities

3. Access and Learning

- Enhance the visitor journey, focusing on orientation and wayfinding

- Deliver a Digital Content Strategy, including redevelopment of the website
- Review SHHG's formal Learning offer and delivery modes
- Create an e-Museum infrastructure for integrated, scalable, high-quality collections access
- Co-develop Early Career pathways with HE partners

4. Resilience

- Strengthen financial management information and KPIs
- Diversify and grow sustainable revenue streams
- Reduce reliance on volatile funding sources
- Invest in audience research and segmentation
- Optimise visitor opening hours, dwell time and on-site spend
- Invest in our volunteer workforce
- Build support from trusts, foundations, Members, patrons and legacies
- Optimise commercial revenue (ticketing, retail, events, hires, hospitality, parking)
- Develop partnerships, sponsorships and joint ventures
- Leverage the MoU with St Mary's University for shared services and collaboration
- Review and update the brand identity
- Minimise environmental impact

Delivering the Plan (2026 Focus)

Year 1 (2026) establishes essential groundwork for Years 2–3, including improved visitor arrival, interpretation and on-site experience; the development of phased property repairs; and new guiding frameworks such as conservation management plans, audience segmentation, a learning review and a digital content strategy.

SHT will also strengthen collaboration with St Mary's University and formalise international networks, including with the Lewis Walpole Library at Yale University. A sustained emphasis on revenue-generating activity, alongside statutory funding and philanthropic support, will underpin this period of transformation.
