



YORKSHIRE GARDENS TRUST

President: The Countess of Harewood

Vice-presidents: Lady Legard, Peter Goodchild, Nick Lane Fox

www.yorkshiregardenstrust.org.uk

YGT's Objectives 2023-28

YGT's Council of Management proposes the following development objectives 2023-28 to help us to continue to meet our charitable purpose in a world that will experience fundamental change over the next five years. Our charitable purpose is laid down in our Articles of Association, here:

<https://yorkshiregardenstrust.org.uk/sites/yorkshiregardenstrust.org.uk/files/2022-03/YGT%20Articles%20of%20Association.pdf>

YGT is a membership organisation, and we depend on our members to carry out our charitable purpose; in this paper we ask members to comment on these proposals for achieving our objectives over the next five years.

YGT'S PURPOSE

To promote the **education** of the public on matters connected with garden land; and to promote the **protection, conservation and appropriate treatment** of whatever garden land may exist or have existed in and around the counties of North Yorkshire, South Yorkshire, East Yorkshire and West Yorkshire for the education and enjoyment of the public.

OBJECTIVES TO HELP US MEET OUR PURPOSE

We acknowledge that our objectives might require amendment during this planning period, depending on external and internal factors and the passage of time. We are clear that all our objectives are the shared responsibility of our trustees and volunteers, but have assigned particular responsibilities to particular groups where it is appropriate.

We expect to meet our purpose through:

1 Wider and closer engagement with YGT's membership

We will increase our membership numbers; we will improve member benefits; we will understand our members' interests and needs better; we will have members in all parts of Yorkshire; we will have members across a wider demographic range than at present.

In particular, Membership and Engagement will:

- Increase membership, recruiting a minimum of 10 new members per year.
- Get to know current profile of YGT's membership, and develop initiatives based on our findings.
- Continue to offer a diverse Events Programme to meet the aims of YGT and members' interests.
- Promote and support YGT's charitable activities by fund raising.
- Maintain sufficient volunteers for the Events Committee to continue to function effectively and efficiently.
- Maximise external links with YGT partners for potential events and resources.
- Consider the level and structure of event pricing.
- Continue to provide current successful events alongside developing new events.

Responsibility: Council, Membership and Engagement

2 Wider and closer engagement with the public beyond our members

We will improve the frequency and interest of our communications across all media; we will open our events and publicise them to non-members; we will promote our successes more widely, including through an increased social media presence; and encourage interactive engagement with our social media platforms.

Responsibility: Membership and Engagement (Events, Newsletter, Social Media)

3 Looking beyond our borders

We will continue active engagement with other county gardens trusts, the Gardens Trust, Historic England, Natural England, civic and other societies (including horticultural societies and nurseries) whose objectives include care for designed landscapes; we will contribute to national, regional and local consultations on strategy and policy initiatives where they concern or affect designed landscapes, and where YGT's work is impacted by large national and international challenges.

Responsibility: Council, Conservation, Research

4 Succession planning and training for trustees and other volunteers

We will engage in membership drives and continue to provide training for all volunteers; we will investigate systems to improve our trustee communications and management, including sharing and storage of documents in the cloud, and geographical information systems (GIS) to help us understand our membership and research activities.

Responsibility: Council, Membership and Engagement, Research, Conservation

5 Monitoring outcomes across our activities and memberships and act on our findings

We will have regular strategy meetings for our Council of Management that do not look at business as usual.

Responsibility: Council

6 Encouraging joy, delight and friendship in going about our tasks

We will introduce social meetings for trustees and volunteers.

Responsibility: Council

7 Identifying and facilitating public access to otherwise inaccessible gardens and designed landscapes in Yorkshire.

We will be alert to threats and prepared to act, to preserve the delicate balance between public access and conservation where it may be at risk, especially close to or in urban areas as in, for example, public parks and cemeteries.

Responsibility: Conservation, Council

8 Continuing to influence positively the nature, quality and sustainability of designed landscapes in Yorkshire

We will monitor the outcomes of our responses to planning applications, share them with the Gardens Trust and modify our actions accordingly; we will devise and deliver a workshop for planners; we will devise and deliver a continuing professional development day, building on the success of our Edwardian Gardens Day; we will investigate the possibility of engaging student involvement in planning applications, drawing on the experience of York Civic Trust in partnership with the University of York's Department of Archaeology; we will investigate ways to follow up on unregistered sites that are the subject of planning applications, with the aim of adding them to the Register.

Responsibility: Conservation, Research

9 Expanding our research base and expertise to increase public knowledge of important sites

We will research, record and publicise information for 10 sites a year; we will recruit and train volunteers in identifying, using and interpreting historic documents and in conducting site surveys; we will investigate the possibility of digitising and making publicly available key sources for researching designed landscapes in Yorkshire in partnership with record offices and grant-giving bodies such as the National Heritage Lottery Fund.

In particular Research will meet 4 times a year with one session devoted to training.

Responsibility: Research

10 Assisting schools to introduce or maintain gardening as an active part of the curriculum

We will support and encourage school gardening with advice and by making relevant and inspiring gifts and offers; we will support children's appreciation of designed landscapes and gardening via financial support for school visits; we will attract new member schools, and reach

schools in under-represented demographics; we will improve engagement of member schools via termly emails, simple methods of applying for offers and via our web pages; we will understand the success of our work better by requesting feedback; we will maintain awareness and support of YGT members of/for the Schools Group activities via the Newsletters and e-Bulletin.

Responsibility: YGT for Schools

11 Further developing our grants and bursaries programmes

We will support a minimum of one student by the annual award of the YGT Student Bursary; we will continually review the content of the bursary scheme and the application process to encourage uptake of the awards whilst ensuring appropriate checks and balances for YGT's charitable involvement; we will raise the profile of the key strands of YGT's work and the potential career opportunities in these areas; we will investigate the advantages and disadvantages of sharing a budget between Small Grants and Bursaries; we will investigate sponsorship of our grants programmes by external bodies.

In particular, Bursaries will

- raise awareness of what the scheme can offer and to publicise the achievements of its recipients
- create a data base of prospective further and higher education institutions, and key contacts within these, who can identify potential candidates
- contact all relevant institutions via email each semester via lead personnel; Invitation to attend a sample visit/event linked to potential project themes
- Consider focusing on one or two institutions as key partners where relevant projects may be more available
- attend university seminar/tutorial in person or online to promote and discuss the scheme
- research and develop the most effective ways of publicising the scheme in addition to educational institutions e.g. direct personal recommendations from YGT members, YGT website and newsletters; social media; fliers at conferences
- link with other county gardens trusts to identify successful strategies
- actively promote the Bursary Scheme locally and nationally – working with other partner organisations e.g., National Trust; HHA; EH; Askham Bryan; The Gardens Trusts
- evaluate the strategies trialled each year
- budget - £1000 per year for the award and to seek sponsorship to supplement these resources as and when required
- ask students for feedback on the content of the scheme and ease of application, and what features would attract them to apply
- establish an application review panel of 3 Trustees/YGT members to process bursary applications
- ensure the awards cover students working across the breadth of YGT's interests i.e.
 - Horticulture
 - Landscape design
 - Landscape/garden history
 - Conservation of historic designed landscapes

- Ensure appropriate financial/audit requirements are met by both parties (liaise with YGT's treasurer)
- actively publicise the work of individual students and potential career opportunities through
- media features – YGT and beyond
- presentation and dissemination opportunities e.g. at conferences, lecture series.
- link with a YGT mentor where appropriate

Responsibility: Bursaries and Grants

12 Develop new strands of work alongside continuation of existing, successful activities

We recognise the strengths of YGT's present activities, but acknowledge that with new times come new challenges, which must be met in new ways; we will therefore stay alert to the need to develop new strands of work while ensuring that they do not compromise our current successful activities.

Responsibility: Council