

OXFORD PRESERVATION TRUST TOWARDS THE CENTENARY

Our Strategic Plan to 2027

Oxford Preservation Trust was founded in 1927 to achieve two important aims:

- To preserve and enhance for the benefit of the public the amenities of the city of Oxford and its surroundings.
- To promote and encourage public interest in and knowledge of the history of the city of Oxford and its surroundings.

These are the words taken from our Trust deed and, as the pressure on the city increases, its population expands, and its requirements become more complex, they remain as relevant today as ever.

OPT is now more necessary than at any moment in the last century.



OPT is a unique organisation in Oxford, unlike any other in

- existing to serve the whole city
- remaining completely independent
- being here to think in the long – and sometimes the very long – term

But we need to recognise that despite all we achieve, we are a small organisation and cannot do everything.

Our Mission is to do what others cannot or will not do, to facilitate collaboration between other organisations, and to add value in all the work that we undertake.

Over the next five years we are setting ourselves 10 priorities – one for each decade of our 100 years of work

To preserve and enhance for the benefit of the public the amenities of the City of Oxford and its surroundings.

1 **Priority 1. Green spaces.** We want to use our land better. To do this we will

- keep it open to all
- encourage use by a diverse range of people
- find opportunities to inform those who visit whilst creating a virtual presence for those who cannot
- remain expert in our care for the landscape, prioritising biodiversity and sustainability
- seek more control over vulnerable and important sites, whether through ownership or covenants
- continue to invest in our land volunteers
- demonstrate exemplary management

2 **Priority 2. Planning and heritage.** With the increasing pressure to expand upwards and outwards, we will

- take a strategic approach to our responses, concentrating on areas where we have the expertise and can best make a difference
- defend Oxford's views and landscape setting
- encourage the enhancement of Oxford's built heritage
- support good design and sustainable living
- champion the importance of green space and access to the countryside
- facilitate Active Travel, cycling and walking

To promote and encourage public interest in and knowledge of the history of the city of Oxford and its surroundings.

3 **Priority 3. Outreach and Community Engagement.** We have had great success with Oxford Open Doors, Oxford Castle & Prison, and with the OPT awards. We will

- build on our success with our existing projects
- share our knowledge of Oxford's heritage and setting
- broaden engagement with Oxford communities, especially targeting those groups who have previously been hard to reach
- prioritise partnership, expanding capacity and achievement through working with others

4 **Priority 4. Heritage projects.** The Martyrs' Memorial, the Swing Bridge, our work in the Covered Market: these are all examples of OPT doing as well as saying. We will

- continue to act to protect local heritage that would otherwise be lost
- use our skills to make things happen and demonstrate the art of the possible
- seek other opportunities to initiate exemplary projects

We will need to be financially sustainable to achieve any of this.

5 **Priority 5. Financial support.** Our work would not be possible without the support of volunteers, members, patrons, sponsors and grant-giving bodies. We will

- continue to invest in our relationships
- offer members and donors unique opportunities to experience Oxford
- show our volunteers how much they are valued
- seek financial backers for our projects

6 **Priority 6. Investments.** We will continue to

- manage our investments to generate long-term, sustainable returns
- commit to ethical and environmental sustainability wherever possible

Oxford is a diverse and fascinating place, and we want OPT to be there for everyone

Priority 7. Partnerships. We have an enviable relationship with a wide range of partners. We will

- maintain and build on our existing relationships
- look to establish new relationships with other groups to facilitate our priorities
- seek to grow volunteer support across more areas of our work

Priority 8. Inclusion. OPT has not reached all parts of the city. We will

- seek to become more representative of Oxford as a whole
- look to engage with a wider cross-section of Oxford's communities across all our work

Priority 9. Communication. We have a strong communication and media presence using traditional means. We will

- draw up a communications strategy that takes full advantage of traditional and new media channels
- create a virtual presence for our work wherever possible

The OPT team is crucial to our success

Priority 10. The OPT team. All of our priorities rely on the work of our officers. We need them to feel valued. We want to invest in them. We will

- always employ the best possible people
- invest in their training
- equip them to do their jobs well

