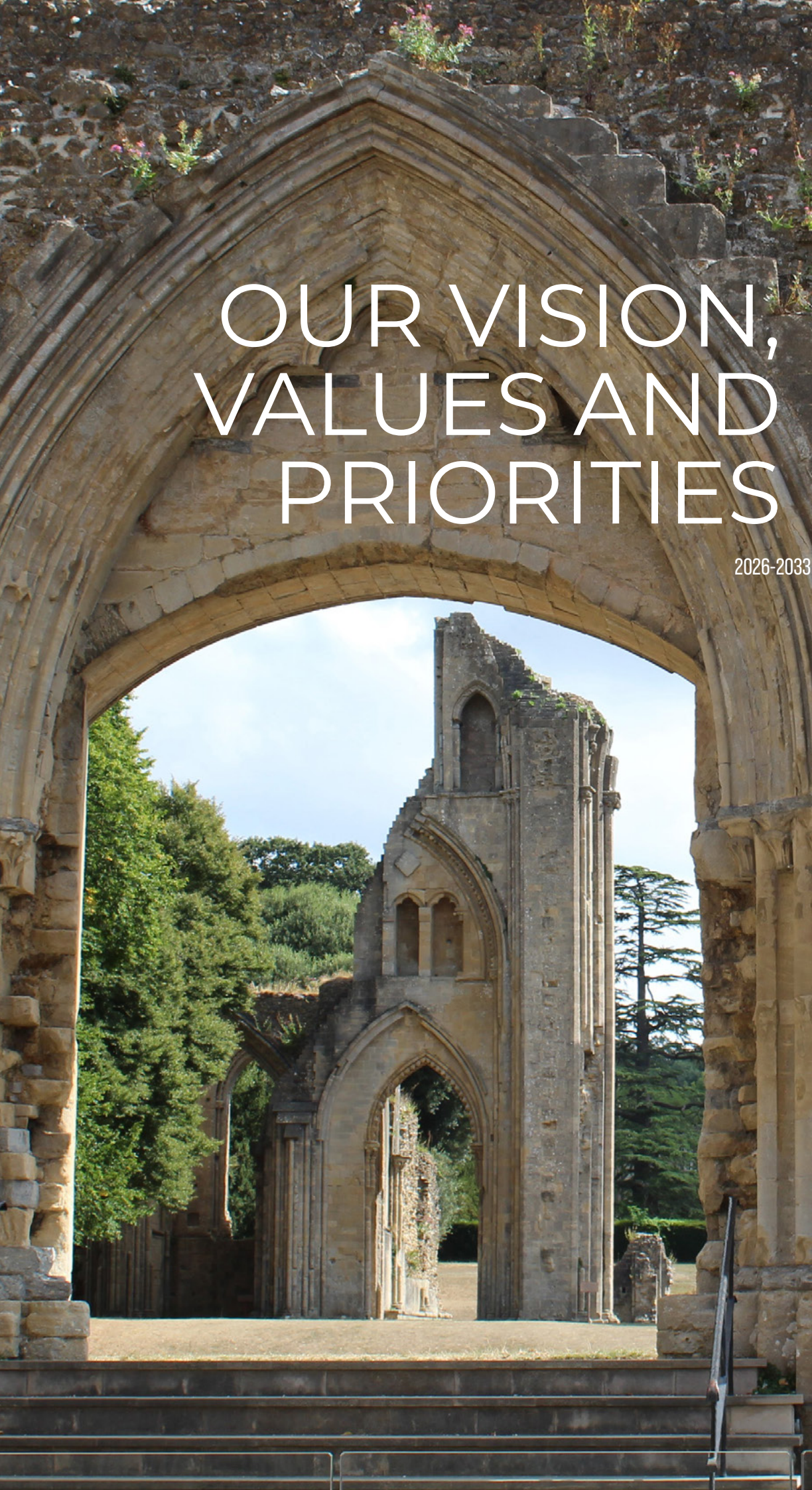


OUR VISION, VALUES AND PRIORITIES

2026-2033



CONTENTS

Our Mission		5
Vision		7
Values		9
Strategic Priorities		11





OUR MISSION

Our Charitable Objects are, for the benefit of the public, to:

- Maintain and preserve the built and natural environment of Glastonbury Abbey.
- Use and develop Glastonbury Abbey to advance Christian religion in accordance with its traditions and spiritual significance.
- To educate the public in the historic and religious importance of Glastonbury Abbey.

For the purposes of these Objects, “Glastonbury Abbey” shall mean all buildings, structures, collections, archaeological remains and artefacts whether by location, history or otherwise within the curtilage of the former monastery in Glastonbury, Somerset.

VISION

‘Glastonbury Abbey:
a unique landscape
of spirit, history, and legend’



VALUES

The following values guide all our work at Glastonbury Abbey:

- We are welcoming, inclusive, and respectful.
- We are accountable and responsible for the heritage of this place.
- We aim to inspire our audiences with authentic stories and experiences based on high quality research and practice in archaeology, conservation and ecology.

Our overarching value:

- In all that we do, we intend to be respectful and accountable.

STRATEGIC PRIORITIES

HERITAGE (encompassing archaeology, conservation, history, myths and legends, learning and engagement, interpretation, collections management)

OBJECTIVES

- 1 Promote the heritage **significance** of Glastonbury Abbey to different and diverse audiences.
- 2 Offer visitor **choice** in how people experience the site.
- 3 Enhance **accessibility** at different levels from local to remote; physical to digital.
- 4 Fully integrate the **learning** programme with objectives for spirituality, wellbeing, and environment.
- 5 Develop best practice in **conservation and research** to make Glastonbury Abbey an exemplar in the heritage field.



SPIRITUAL (encompassing Christianity, and the spiritual experience of the site, as well as health and wellbeing)

OBJECTIVES

- 1 Create an awareness of the spiritual dimension of Glastonbury Abbey enabling a tangible shift into the **'feeling'** of the place.
- 2 Provide resources to help people to explore and understand **spirit of place**.
- 3 To support and encourage greater use of Glastonbury Abbey's entire site as a place of **peace and reflection**.
- 4 Strengthen **opportunities** to connect with the Christian history and spiritual life of Glastonbury Abbey, enabling mindfulness and healing.
- 5 Ensure openness to support individual journeys and inspire a **wider range of people** to explore spiritual development and wellbeing practices.



RESILIENCE (financial sustainability, commercial activities, fundraising, governance, leadership, associated resources, staffing and volunteering)

OBJECTIVES

- 1 Ensure Glastonbury Abbey's future self-sufficiency and **financial resilience** by increasing income and financial reserves.
- 2 **Maximise fundraising** opportunities.
- 3 Realise efficiency and effectiveness through **technology**.
- 4 **Engage with the community** through volunteering, membership, and creating partnerships and relationships.
- 5 Promote the highest standards of governance and management in all activities.



ENVIRONMENTAL (estates – grounds, repairs, ecology, facilities, infrastructure – and our responsibility as an exemplary custodian, good neighbour and partner)

OBJECTIVES

- 1 Maintain and **enhance the ecology** of Glastonbury Abbey's environment.
- 2 Set ambitious goals to achieve **the highest standards** of sustainability through provision of high quality facilities.
- 3 Maintain, and where appropriate improve, the landscape through effective **stewardship**.
- 4 Improve access by engaging, encouraging, and promoting a **better understanding** of our natural environment.



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