



## **Strawberry Field Liverpool achieves Gold Standard for Sustainable Tourism**

The Salvation Army's Strawberry Field Liverpool centre has been awarded Gold Green Tourism certification, placing it among a small number of leading sustainable visitor attractions in the Liverpool City Region.

The internationally recognised accreditation confirms that Strawberry Field has exceeded rigorous sustainability standards. Green Tourism assesses organisation against robust criteria aligned with the United Nations Sustainable Development Goals, including energy use, waste management, biodiversity, health and wellbeing and inclusion. Achieving Gold status demonstrates that Strawberry Field is performing at the highest level of responsible tourism practice.

**Sue Harvey, Commercial Manager at Strawberry Field, said:** "We are delighted to achieve 'Gold' Green Tourism certification. Sustainability sits at the heart of Strawberry Field, from how we care for people and place to how we support our wider community. This award recognises the commitment and passion of our team, led by our Green Team champions, who work every day to embed responsible practice across the site. It is not just an achievement, but a commitment to keep improving."

Green Tourism assessors praised Strawberry Field's clear and accessible sustainability information, highlighting a dedicated section of its website which outlines key initiatives and encourages visitor involvement. They also noted that the team's enthusiasm for environmental responsibility and local stewardship was evident throughout the assessment process.

The assessment recorded improvements across almost all categories, with particularly strong scores in Health and Wellbeing and Equality, Diversity and Inclusion. These results reflect Strawberry Field's inclusive ethos and focus on providing safe, welcoming experiences. Newly installed sustainability signage was described by assessors as "some of the best seen, simple and highly effective."

Strawberry Field now joins a limited group of Gold-certified organisations in Merseyside, alongside venues such as ACC Liverpool and Sunnyside Guest House in Southport. Strawberry



Field is the only visitor attraction in Liverpool to hold a Gold Level award, underlining Strawberry Field's leadership in sustainable tourism.

For more information about Strawberry Field, visit the [website](#), and on social media – [Facebook](#), [X](#) and [Instagram](#).

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### **Notes to Editors**

Press release issued by Influential on behalf of Strawberry Field. For further information, please contact Lewis Hinds – [hinds@thisisinfluential.com](mailto:hinds@thisisinfluential.com) // 07488 349589

### **Strawberry Field**

Strawberry Field is an award-winning visitor attraction located in Woolton, south Liverpool, located at the iconic site immortalised by John Lennon in The Beatles' hit, 'Strawberry Fields Forever'.

Telling the story of John Lennon's childhood and the writing and recording of the iconic song 'Strawberry Fields Forever', the Strawberry Field attraction is home to an interactive visitor exhibition which includes the actual 'Imagine' piano, the original red gates, and the magical gardens where John played, climbed trees and dreamed as a child.

Through archival footage, photographs, timelines and specialist media guides, visitors to Strawberry Field can experience where John Lennon played and what happened behind the famous red gates.

Profits from the visitor experience and commercial operations go towards keeping the gates open for the good of the local community; and to help fund Steps at Strawberry Field, a series of programmes aimed at those with learning difficulties or other barriers to employment.

### **The Salvation Army**

The Salvation Army is an international Christian church and registered charity which has been transforming lives for more than 150 years. Working in 134 countries worldwide, The Salvation



Army offers friendship, practical help and support for people at all levels of need. In the UK and Republic of Ireland this work includes more than 600 community churches and social centres. Registered Charity Nos. 214779, 215174 and in Scotland SC009359, SC037691. For more information visit the website [www.salvationarmy.org.uk](http://www.salvationarmy.org.uk)

Strawberry Field was purchased by The Salvation Army in 1934. The organisation opened the site as a children's home in 1936 and for nearly 70 years the site supported some of Liverpool's most vulnerable children until it closed in 2005.

A young John Lennon lived nearby and played in the grounds, eventually inspiring him to write the song Strawberry Fields Forever. In 2019, The Salvation Army opened the gates of its newly developed visitor centre and learning hub.