



Strawberry Field celebrates double win at Liverpool Tourism Awards

The Salvation Army's Strawberry Field celebrated a double win at the prestigious Liverpool City Region Tourism Awards 2025.

Held in Liverpool Cathedral, the awards recognised the very best in tourism from across the Liverpool city region with Strawberry Field taking home the Regenerative Tourism Award and was named Liverpool's Small Visitor Attraction of the Year for the third consecutive year.

Strawberry Field, a visitor centre in the place immortalised by John Lennon in The Beatles' hit 'Strawberry Fields Forever', is home to an interactive exhibition and garden tour that tells the story of the former Salvation Army children's home and John Lennon's childhood in Woolton. Judges praised Strawberry Field as an "inspiring attraction appealing to a broad range of people," highlighting its warm welcome and attentive staff. Presenting the Regenerative Tourism Award, they described it as "an excellent example of a venue doing good in their local community. They are constantly striving to make improvements and the whole team are involved and accountable. They have a broad range of great environmental and social initiatives which benefit visitors and the local community alike."

The awards follow a series of recent achievements, including a VisitBritain Quality Assured accreditation and a Gold level Green Tourism certification. Strawberry Field's awards recognise the attraction's continuing developments to elevate the visitor experience with new additions, including a Quarryman banjo once played by John Lennon himself and a striking giant photomosaic portrait of the iconic musician. Profits from the visitor exhibition directly fund Strawberry Field's charity work, including its Steps to Work programme which empowers young adults facing barriers to employment into meaningful careers.

Sustainability has been a key area for development at Strawberry Field. A newly installed solar panel system has dramatically cut electricity consumption and new educational materials bring the site's biodiversity to life for younger visitors. Newly added signage helps communicate the important work being undertaken by the team as custodians of the heritage site.

The Salvation Army's Major Michelle Lovegrove Huggins, Mission Director at Strawberry Field said, "We know the work we do here at Strawberry Field is special, but to receive such high praise and external recognition at such a prestigious event is just fantastic. We truly felt the love from friends and colleagues across the city's tourism sector, and we are humbled by the collective hard work and dedication that goes into making Liverpool the best and most welcoming city in the world."

For more information about Strawberry Field, visit the website, and on social media - Facebook, TikTok, X and Instagram.

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Notes to Editors

For media enquiries, please contact Martha Hawkins at martha.hawkins@salvationarmy.org.uk

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.

www.strawberryfieldliverpool.com

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 Ireland Territory, 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 or on Facebook (<https://facebook.com/salvationarmyuk>), Twitter (<https://twitter.com/salvationarmyuk>) or Instagram (<https://www.instagram.com/salvationarmyuk/>)