



## Your support

To realise our vision of a revived Strawberry Field – a pivotal place in the lives of young people with learning disabilities, a significant place for John Lennon and the Beatles, and a place for contemplation – we need your support.

We have already received significant backing, but now is your chance to **be part of this incredible legacy**. With your support, Strawberry Field can be a vibrant visitor experience that inspires people today as much as it inspired the young John Lennon.

**Help us bring Strawberry Field back to life. Donate now.**

**Please visit [www.strawberryfieldliverpool.com](http://www.strawberryfieldliverpool.com) for more information and to make a donation**

## Our work

The Salvation Army has a long history of working with disadvantaged young people. We are experienced in giving young people the support they need to help them transform their own lives.

We want to enable them to:

- take control of their lives and find a sense of purpose
- gain recognised qualifications that will be of real value to them when they apply for jobs
- have the opportunity to find work placements that will lead to gainful and fulfilling careers.

Our aim is to work closely with businesses in the Liverpool area to unlock opportunities for trainees to find long-term, sustainable employment.

Many of the young people who come to us, including those with learning disabilities, will have been discouraged and held back by the attitude of society. They may lack faith in themselves. But all of them will have come to us because they are determined to find employment and make the most of their lives.

Strawberry Field will be a place where they are valued and accepted, whatever challenges they may have faced. A place where people recognise their skills and abilities. A place where trained staff and volunteers will work patiently alongside them to empower and enable them reach their full potential.



**STRAWBERRY  
FIELD**

[www.strawberryfieldliverpool.com](http://www.strawberryfieldliverpool.com)

Charity No. 214779, and in Scotland SC009359

# BRINGING A LEGEND TO LIFE



**STRAWBERRY  
FIELD**

# The legend

Everybody knows the song **Strawberry Fields Forever** – one of the most famous songs the Beatles ever recorded – but few people know the story behind the song.

Strawberry Field is in Liverpool, close to where John Lennon grew up. He had a troubled childhood, removed from the care of his mother when he was just a few years old and brought up by his aunt. For him, Strawberry Field was a place of peace and refuge, a quiet spot where he could go to climb trees and dream his dreams. A place where ‘nothing is real and nothing to get hung about’.

At the time when John Lennon was growing up, Strawberry Field was a Salvation Army children’s home for the city’s most vulnerable children. He never forgot this idyllic location, and when the Beatles recorded Strawberry Fields Forever in 1967, they made sure that nobody else would forget it either.

Strawberry Field became a legend which now falls to The Salvation Army to protect and cherish. Fifty years on from the release of the song, we want to open the gates of Strawberry Field once again.



# The legacy

As custodians of this precious heritage, our plans for Strawberry Field are three fold...

We want to make Strawberry Field a place where young people with learning disabilities is a **safe space to grow in confidence, enjoy themselves, and develop aspirations**. A new centre offering training, skills and valuable work experience to give them real employment prospects.

We also want to open the gates to the public for the very first time. Whether you’re following in the footsteps of John Lennon and visiting the **new, authentic, exhibition dedicated to telling the story of the place, the song and Lennon’s early life**; or just want a new destination with tranquil gardens to visit and explore.

Thirdly, Strawberry Field will be a Christian Community of **spiritual exploration, retreat and pastoral care**. A place where you can take time to rest and refresh yourself from the busyness and demands of life that often robs you of your dreams and aspirations.

# The vision

Our vision for Strawberry Field is to weave together educational, cultural, heritage and spiritual exploration in one bold, imaginative plan.

We want to create a **vibrant visitor experience that inspires people today as much as the place inspired the young John Lennon**. This will include a multi-media exhibition telling stories from Strawberry Field, the song and Lennon’s early years. It will also include a journey through a newly created love and peace garden and woodlands.

Our aspirations to create a **training hub** on the site is the result of careful research into the needs of young people in Merseyside. There is an urgent need for training and work placement opportunities to help young people with learning disabilities make the transition from school to adulthood.

It is crucial to our vision that the visitor experience and training hub should support each other; that the young trainees gain valuable vocational experience through the visitor facilities – the shop, restaurants, gardens and exhibitions.



# The need

To us in The Salvation Army, every human being is precious and unique. Each deserves the opportunity to develop their talents and live a full, rewarding life. Yet for many people with learning disabilities in the UK, their opportunities in life are sadly limited.

It has been estimated that only 7 per cent of people with learning disabilities in the UK are in paid employment. Adults and children with learning disabilities have more difficulties than others their age in dealing with complicated issues or a new situation. Many have problems communicating and interacting with other people. Because of these difficulties, many lose self-confidence.

Yet experience shows that, if people with learning difficulties receive the support they need in early life, many of these barriers to employment can be overcome. This is precisely what our new training hub at Strawberry Field is designed to help them achieve, by providing education, training, valuable work placements and personal development for young people typically aged 18–25.