

# Enterprise Neptune 50 years on: lessons for coastal management



Coastal Futures 2016



# **Enterprise Neptune 50 years on: lessons for coastal management**

## **Key Messages**

- Think for the long term
- Have good evidence
- Be ambitious
- Capture peoples imagination  
and harness public support



# Dinas Oleu 1895

- The first National Trust property
- Fanny Talbot.....a vision for the coast









## Pressure from housing – 1930's onwards





# Pressure from industry

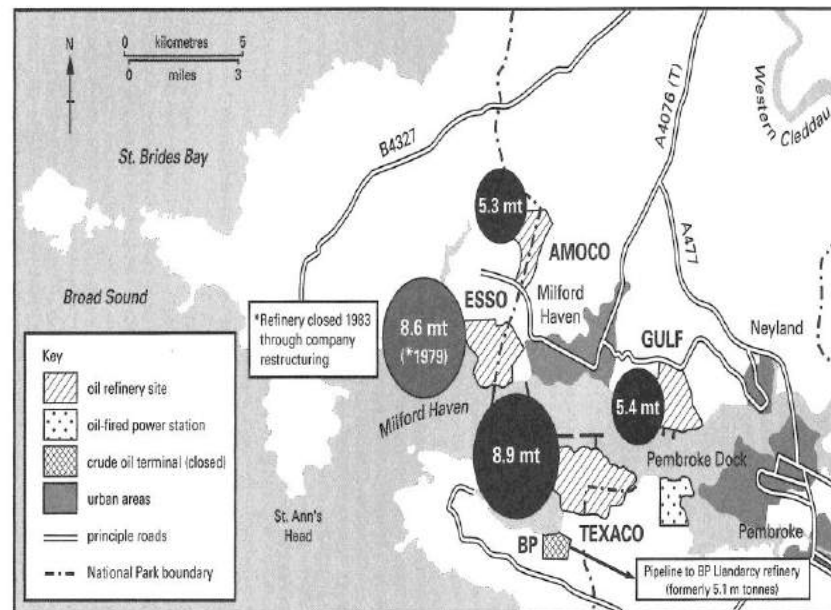
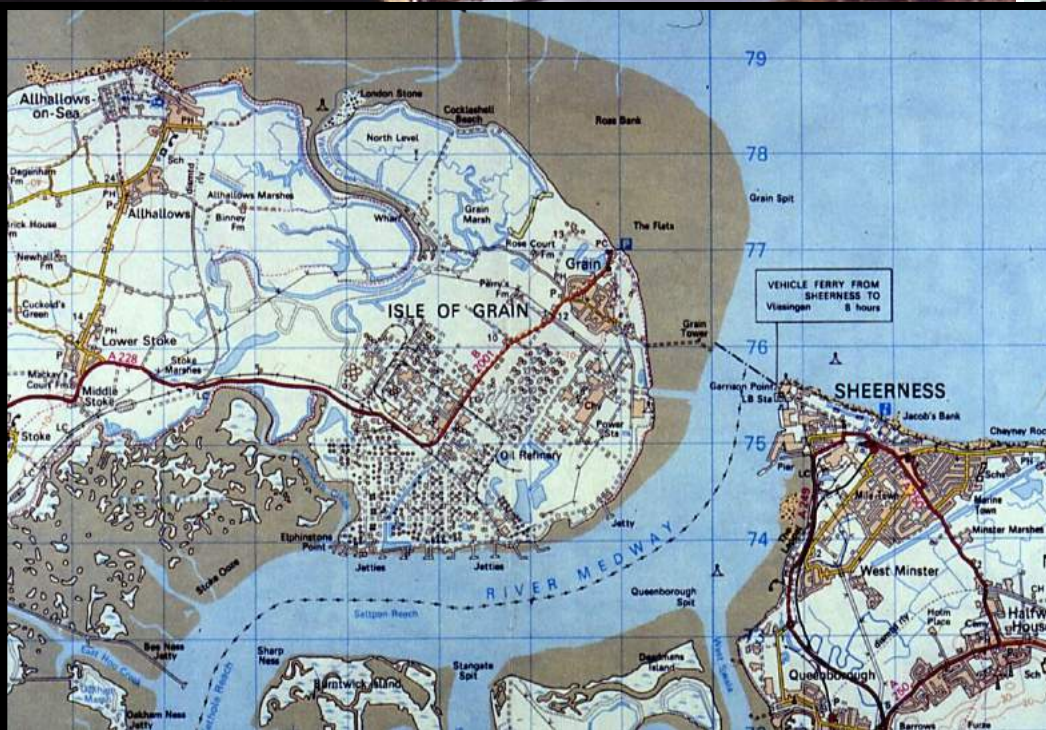
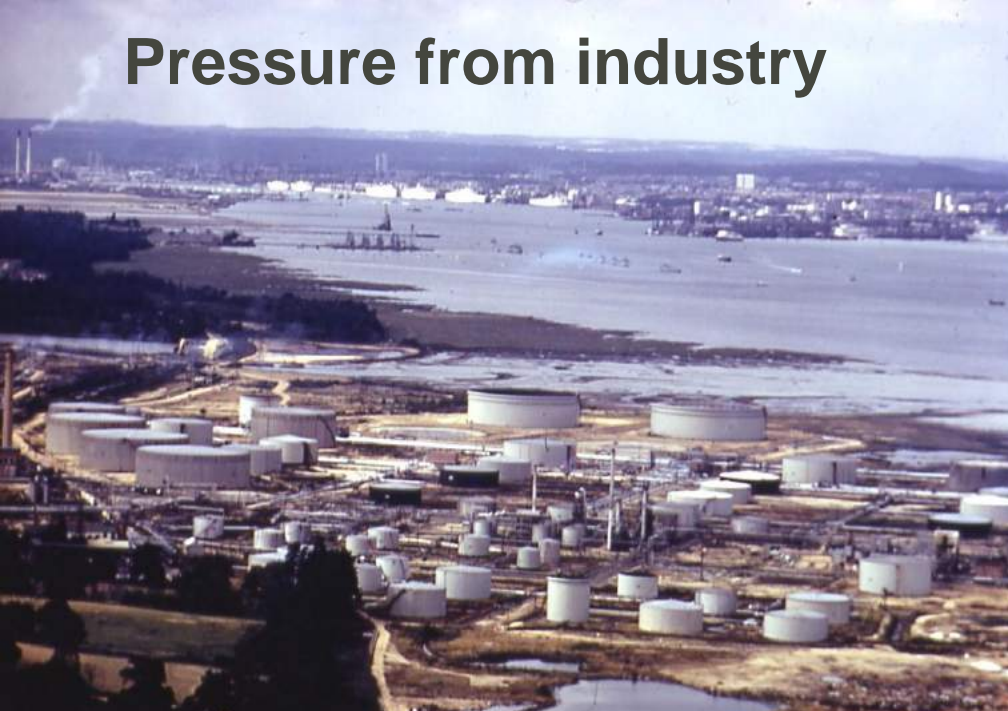
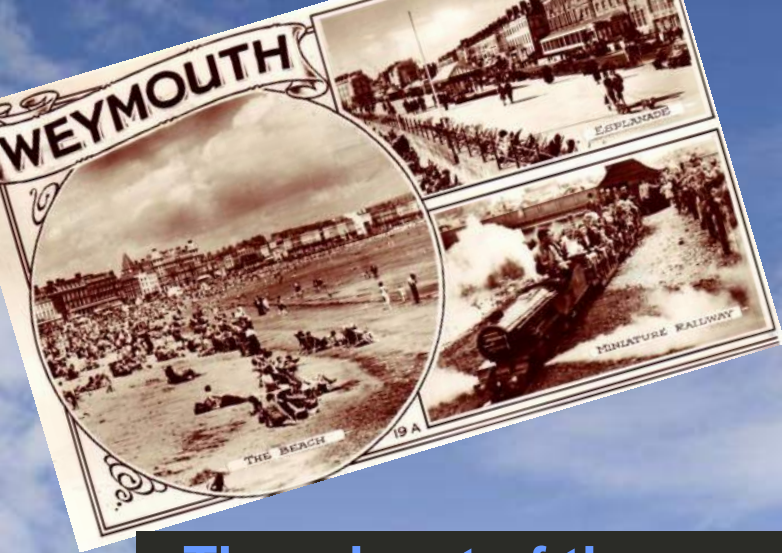


Figure 2.3 Oil industry development around Milford Haven.





The advent of the sea side holiday

Mass transport

Over development of coastal regions



Should or could we do anything about this?



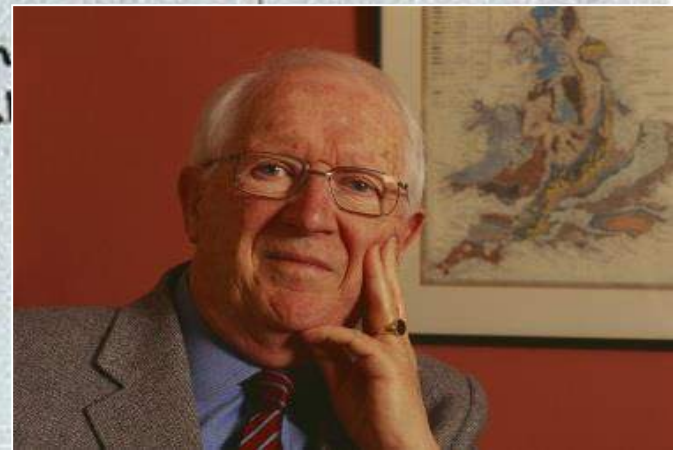


Good coastal footpath

Well screened  
Caravan camp

Much shack development  
at cliff foot and on  
undercliff

Chalk cliffs with much clompin  
underlying clays and sands!







# 1965 - Neptune Coastline Campaign

One third of the UK coastline developed 'beyond conservation'

To acquire outstanding coast line for permanent preservation

To alert people to the increasing pressure on our coastline

To raise £2m initially to buy unspoilt coastline



# Our first Neptune purchase

- **Whiteford Burrows - 1965**
- **Neptune funds allowed us to act quickly**
- **A supporter campaign with enormous appeal based on our love of the coast**



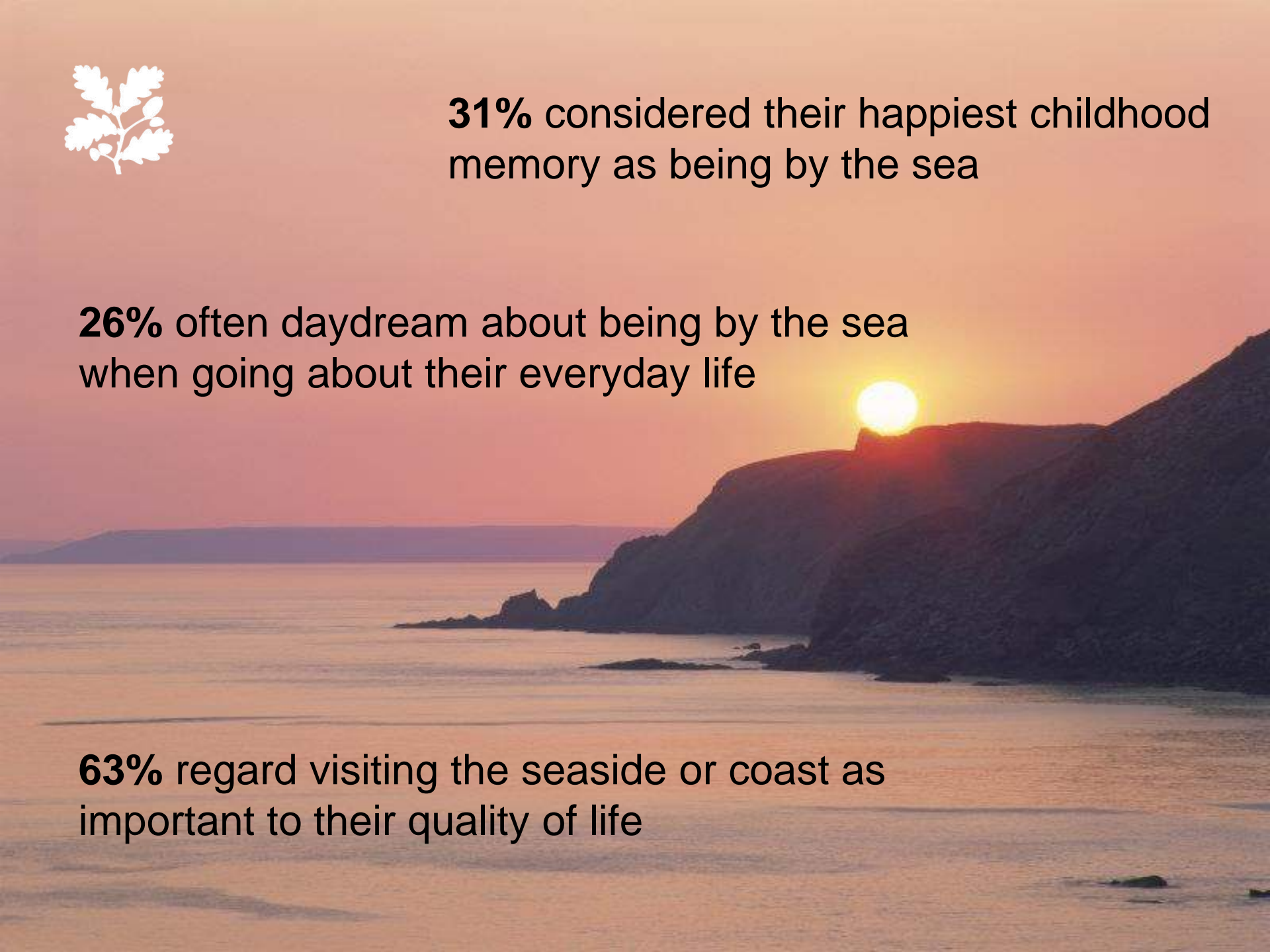




**31%** considered their happiest childhood memory as being by the sea

**26%** often daydream about being by the sea when going about their everyday life

**63%** regard visiting the seaside or coast as important to their quality of life





775 miles – a quick tour

**Rhossili, Gower**







**Conservation of historic  
landscapes and  
buildings**

**Dunstanburgh,  
Northumberland**



Acquisition of land which  
encourages nature to  
thrive



**The Seven Sisters,  
East Sussex**



An aerial photograph of the Golden Cap area in Dorset, England. The image shows a rugged coastal cliff in the foreground, leading down to a sandy beach and the sea. The inland area is characterized by rolling green hills and fields, separated by stone walls. A small village is visible in the middle ground. The sky is filled with large, white clouds.

**Golden Cap,  
Dorset**

**Deepening our  
ownership – future  
proofing**





**Warren House Gill,  
Co. Durham**



Thank you.  
Your support helps look  
after places like this.

National Trust Handbook



2015

2015

Handbook

£9.99







National  
Trust

# mapping our shores

50 years of land use change  
at the coast





# Protected coastline

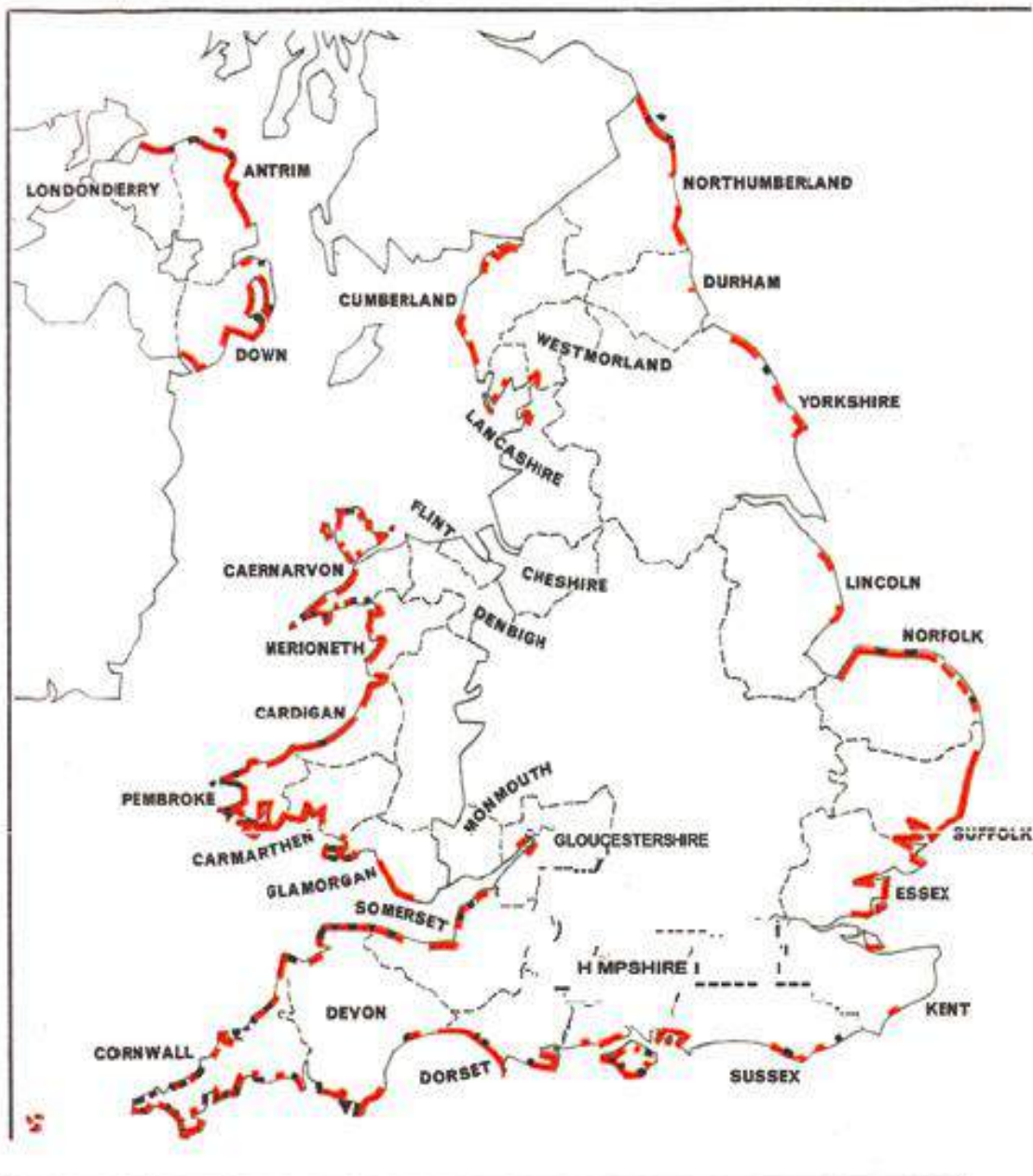
The original land use survey identified 3,342 miles of 'pristine land for permanent preservation'. Of this, the National Trust now looks after 649 miles out of a total of 775 miles in its care.

With the additional protection provided by Areas of Outstanding Natural Beauty (AONB), National Parks and Heritage Coast status, 2,422 miles are now protected from inappropriate development.

Adding in Sites of Special Scientific Interest (SSSIs) the total stretch of coastline in England, Wales and Northern Ireland which is considered 'protected' is 3,139 miles, equal to 94% of the coastline identified as 'pristine' in 1965.

*In 1965, the pristine areas for permanent preservation were drawn onto a single UK map reproduced in the London Illustrated News. The thick black stretches represent coast that was already owned by the National Trust; the thick red strips represent unspoilt coastline that was considered to be pristine and in need of protection.*

*Reprinted from The Illustrated London News, August 21, 1965*











# The Future

## Coast

Our vision for where  
land meets sea



[www.nationaltrust.org.uk](http://www.nationaltrust.org.uk)



### Beach-day ready

Beaches are havens of happiness, nostalgia and escapism. From ice-cream cones and buckets and spades to wintry walks with crashing waves, everyone needs the sea. This is why we work hard to open up our shores and give you access all year round.



National Trust

[nationaltrust.org.uk/ni](http://nationaltrust.org.uk/ni)



# Coast - our vision for where land meets sea



**Healthy and  
adaptable**



**Coast - our vision for  
where land meets sea**



**Rich in Wildlife**



# Coast - our vision for where land meets sea



Enjoyed



A wide-angle photograph of a coastal landscape. In the foreground, there is a field of tall, golden-brown grass with some pinkish-purple flowers. The middle ground shows a calm body of water, likely a bay or estuary, with rolling green hills in the background. A small town or village is visible on the far shore. A vibrant rainbow is visible in the sky, arching over the water and hills. The sky is filled with soft, white clouds, and the overall lighting suggests a late afternoon or early morning setting.

**Coast** - our vision for  
where land meets sea

**Beautiful** - working in  
partnership with others at a  
landscape scale



A photograph of a man and a dog on a beach at low tide. The man is crouching on the right, looking down at the wet sand. A large, fluffy dog is sitting next to him, looking towards the left. The beach is wide and flat, with several small puddles reflecting the sky. The horizon is visible in the distance under a cloudy sky.

**Coast - our vision for  
where land meets sea**

**Rich in Culture - understanding  
the past to inform the future**



**Coast** - our vision for  
where land meets sea



**Productive** - where complimentary





<http://www.nationaltrust.org.uk/features/our-coastal-poem>





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