

appendix –

Richard Offen biography

Originally from Kent, Richard trained as an engineer and then spent 11 years teaching science at a public school in Canterbury. Following Richard's heavy involvement, as a volunteer, in the major fundraising campaign for the restoration of the bells of Canterbury Cathedral, he decided to make a career change which took him into full-time fundraising with the Children's Society, where he set up a very successful campaign with schools and youth groups in the South-East of England.

Richard joined the staff of the National Trust in 1989 as Fundraising Manager for the Mercia Region. The first project he managed for the Trust was the £½ million fundraising campaign for the restoration and endowment of the High Victorian garden at Biddulph Grange, Staffordshire. Other projects included raising funds for the South Shropshire Hills and the preservation of the famous Rock Houses of Kinver Edge.

Now an independent fundraising and heritage management consultant, Richard managed the National Trust's famous Neptune Coastline Campaign from 1992 until 2003. Launched in 1965 (and then known as Enterprise Neptune) to acquire and maintain some of the finest, but all too often threatened, coastal areas of England, Wales and Northern Ireland, making it accessible for everyone to enjoy. During his time the campaign raised £28 million and acquired over 70 miles of coastline, taking the total protected through ownership by the Trust to over 600 miles.

Not only has the work of managing the Neptune campaign given Richard a very wide experience of all aspects of fundraising from individual donations and legacies to sponsorship and promotional deals with the corporate sector, it has also given him the opportunity to hone his public relations and media skills.

Richard has been a regular broadcaster on both radio and television and in 1999 wrote and presented a 55 minute documentary, *Neptune's Legacy*, which charts the progress of the National Trust's most successful appeal. Recently, he has co-authored a new National Trust book, *The Living Coast*, which, through spectacular colour photographs, sets out to reflect the 'living' coastline in all its guises.

For the last eight years, Richard has taught the Fundraising Section of a master's degree course in heritage management at the Ironbridge Institute (University of Birmingham) and last winter spent time in Prague helping the Czech Union for Nature Conservation develop a fundraising campaign.

Richard's time with the Neptune Campaign has also enabled him to gain very wide experience of coastal management issues in all regions of the country, working closely with property staff (and staff in partner organisations) at all the Trust's coastal sites. As a result, he has presented papers on various aspects of coastal management to many organisations in this country as well as in other parts of the world.

A passionate bell ringer of 40 years standing, Richard's other interests include gardening, scuba diving, running, calligraphy, woodworking and travel.