

Your invitation to join the  
Landmark  
Pioneers

• 1965 - 2015 •  
**50** YEARS  
RESCUING BUILDINGS



The Landmark Trust exists to rescue extraordinary historic buildings from dereliction, and to give them a vibrant new life as places everyone can enjoy for wonderful holidays. Over the last 50 years, the Landmark Trust has rescued and restored nearly 200 buildings, from royal castles, manor houses and extravagant follies to fishermen's cottages and remote island lighthouses.

Landmark has weathered the financial storm of the past few years, and emerged in good shape. Two years of modernisation and restructuring, including investment in digitising our processes and a new marketing strategy have meant our core business is now self-sustaining. Our historic buildings are let for short stays at affordable prices all year round, and occupancy rates are now higher than ever, generating a revenue stream that provides for their ongoing maintenance and fulfilling our charitable purpose.

However, rescuing important buildings is at the heart of what we do, and for each new challenge we depend entirely on the generosity of our supporters to fund the capital works.

As the Landmark Trust celebrates its 50th Anniversary, I am therefore delighted to be launching the Landmark Pioneers, to support the most challenging early stages of our building rescue projects. Each new rescue is a fascinating journey, and I invite you to join us.

*Anna Keay*

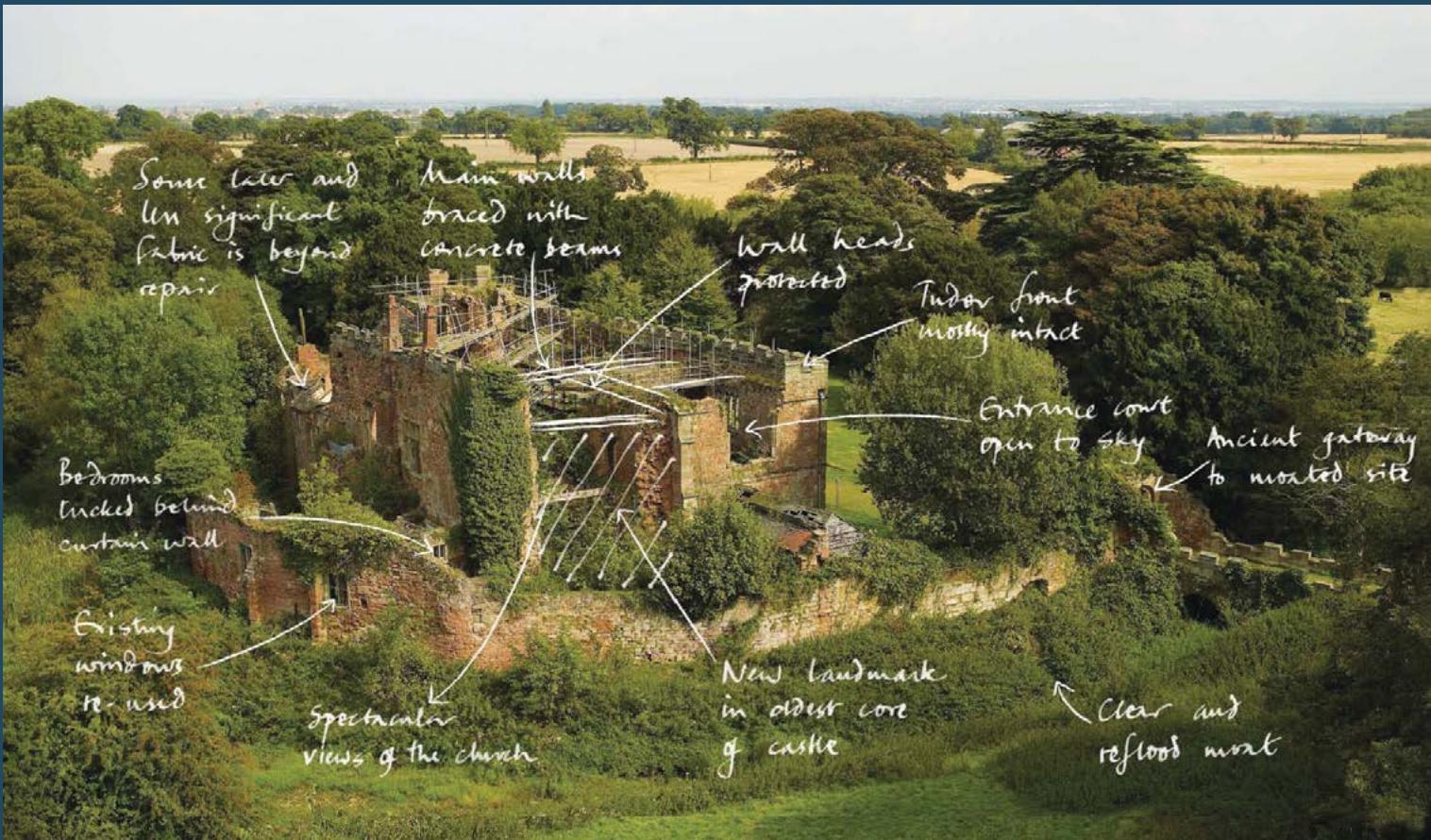
Dr Anna Keay  
Director

#### Astley Castle

Dating to the 14th-century and once the property of three English queens – Elizabeth Woodville, Elizabeth of York and Lady Jane Grey – Astley Castle was gutted by fire in 1978. Judged to be one of the sixteen most endangered sites in England, it was rescued by the Landmark Trust in 2012.

The hardest part of rescuing a crumbling or collapsing historic building is the very beginning. The initial surveys and analyses determine if and how a building can be saved. It is at this stage that we most urgently need your help.

By becoming a Landmark Pioneer you can make these risky but rewarding stages of our building rescue projects possible. By doing so you will be helping us both to save buildings from destruction and to set them on a path to a viable and vibrant future.





At the heart of Landmark's work is the rescue of important historic buildings. We take on buildings that are neglected and dilapidated, often near collapse.

#### Dolbelydr

This utterly ruinous Tudor house in north Wales, saved by the Landmark Trust in 2002, was the home of Henry Salesbury, whose *Grammatica Britannica* of 1593 heralded the birth of the modern Welsh language.

In many cases the Landmark Trust is the only organisation with the determination and skills to take on a historic building that has fallen into disrepair. We find a solution to suit the building, employing expert craftspeople, using traditional skills, and providing opportunities for craft apprentices.

The Landmark Pioneers will give us both the confidence and the means to embark upon the rescue of many more remarkable buildings which would otherwise be lost forever.



Our aim is that the inspirational experience of staying in a Landmark should be open to as many people as possible.

For this reason we keep our prices as low as we can, and a Landmark stay costs on average £45 per person, per night (about the same as a Travelodge). Over 40,000 people stay in Landmark's buildings each year, and a further 10,000 visit on our many Open Days. In 2013 we also launched "50 for Free", a scheme offering free stays at Landmarks to charities and non-profit groups, supported by generous individual donors.



#### Astley Castle

The ruins of Astley Castle in Warwickshire called for a fresh approach by Landmark in 2012, resulting in a 'Landmark for the 21st Century'. Modern living spaces were created within the ruined shell of the ancient castle in a scheme which won the 2013 RIBA Stirling Prize for Architecture.

#### Purton Green (left)

Dating to the 1250s, Purton Green in Suffolk is our oldest building, and was one of Landmark's first rescue projects.



"To be part of history for a short time has been not only a really great pleasure but an immense privilege."



#### Llwyn Celyn

Built on the Llanthony estate in the Black Mountains a generation before the Dissolution of the Monasteries, this complete 15th-century hall house has been under emergency scaffolding for a decade. One of the most important 'at-risk' buildings in Wales, it will be Landmark's next major rescue project.

Almost 10,000 historic buildings and monuments of real interest are designated 'at risk' in Britain today. Each year we are approached about more than 100 endangered historic buildings, many in an absolutely desperate state of neglect and decay. Often the Landmark Trust represents the only hope for their survival.

Assessing the viability of a building rescue costs in the region of £10,000, while developing the detailed scheme for a major project (such as our current rescue of Llwyn Celyn in Wales) can involve an outlay of some £200,000 before we can approach the main grant giving bodies and the Heritage Lottery Fund.

As a Landmark Pioneer, your support will be crucial in these early stages which lay the foundations for the transformation of an endangered building into a thriving Landmark.

#### Belmont (above)

Restoration work underway at Belmont in Lyme Regis, the seaside villa of Mrs Eleanor Coade, whose Coade stone decorates the finest of 18th century buildings.

#### Cobham Dairy (right)

This fine ornamental dairy at Cobham Hall in Kent, designed in the 1790s by James Wyatt, will be one of Landmark's future projects.



The future of each building is determined in the very earliest stages of investigation. This is also when your support can be most effective.

A relatively modest donation at the start of a building rescue can generate many times its value in funding from public, private and third sector donors as the project progresses.

As an established charity, the Landmark Trust is often able to acquire buildings and land at next to no cost, and each project creates an asset which generates enough income in perpetuity to maintain it and to make a contribution to the future rescues. This is at the level of a 5%-12% yield on private capital, as illustrated in the table below:

- As a **Landmark Pioneer**, you will:
- Be closely involved with the exciting early stages of our building rescue projects
  - Receive regular updates on the building rescues that you are making possible
  - Be invited to special events, and to visit projects to see conservation work in action
  - Meet senior Landmark staff and experts at the heart of our work
  - Receive a report at the end of your investment year outlining the progress made with current and future projects
  - Be listed in the Landmark Pioneers roll of honour in the Annual Review and on our website

*"I became a Pioneer because I wanted to be able to say, 'I did that, I helped to rescue that extraordinary historic building'."*

Lord Stevenson of Coddenham, CBE, DL,  
founding Landmark Pioneer

Building	Purchase price	Total project cost	Initial 'Pioneer' stage	Total private capital	Rental income once complete	Yield on private capital
Medieval hall house in Black Mountains 8 beds	0 to Landmark (£600k from public bodies)	£4.2m (60% from public bodies)	£200k	£1.7m	£100k p.a.	5.9%
Line manager's cottage on Ffestiniog steam railway 4 beds	0 (99 year lease at £1 p.a.)	£400k (from private donations and legacies)	£20k	£400k	£50k p.a.	12.5%

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