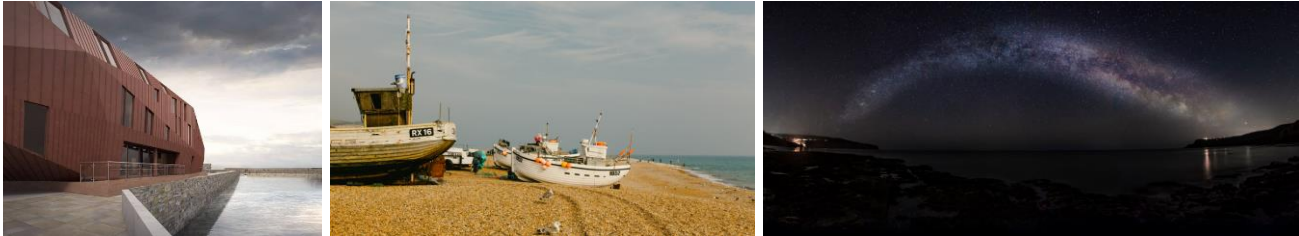


England's Coast launches its Pledge for the Coast *Plus: what's new across the coast for 2024*



L-R: CGI of The Edge, Cumbria; Sussex Coast; Milky Way over Ravenscar by Steve Bell, NYMNP

16 January 2024

This year, England's Coast (englandscoast.com) – the clever tool that allows users to browse and book over 2,000 coastal businesses including accommodation, restaurants and attractions – is excited to announce the launch of its [Pledge for the Coast](#), encouraging all those who love our glorious coastline to promise to **Respect, Protect and Enjoy** it for generations to come.

The coast is changing and is the frontline for climate change; we have all seen the images of massive floods and coastal erosion, and many of us want to play our part to protect it and support coastal communities. England's Coast wants to raise awareness of the ever-pressing need to look after our coast – now more importantly than ever – and to invite everyone to commit to being a more thoughtful visitor by signing the [Pledge](#) and committing to the three pillars:

- **Respect:** make sure you know what to do if you or someone is in danger when sea swimming – RNLI offers some simple skills to learn for emergencies; check tide times and stick to sandy parts of the beach; look after wildlife and respect natural habitats; keep dogs on a lead and keep a distance from seals and dolphins
- **Protect:** Leave only footprints and take your litter home; join local community beach clean-ups; clean up after your dog; use BBQs only where allowed; park in designated spaces
- **Enjoy:** Plan ahead and find quieter times and places to explore; enjoy the best our epic coastline has to offer and support local communities by buying local products, eating locally-sourced food and drink and embracing new experiences.

Make your promise to the coast by [signing the pledge](#) and encourage friends and family to do the same.

Across the English coastline, there's a whole raft of exciting new experiences and activities happening in 2024, from a glittering new entertainment museum in Blackpool to the launch of a south west electronic music festival in Plymouth. So put your pledge into action with England's Coast's pick of the best:

Blackpool: New entertainment venue on Blackpool's seafront – opening March

Blackpool's seafront Showtown is a brand new all-singing all-dancing entertainment museum showcasing the dancers, comedians and entertainers who've showered the resort in glittering showbiz glory. Tickets are on sale now, opening date is 15 March 2024.

Cumbria: New coastal activity centre – opening Spring 2024

The Edge will be a new multi-purpose activity centre opening in Whitehaven in Spring 2024, with opportunities for visitors to get out on the water, explore bike and hike trails and immerse themselves in the stunning scenery.

North Yorkshire: Dark Skies Festival in February and Autumn

Not much beats the thrill of dark sky gazing: head to the North York Moors National Park where the night skies are mesmerising. Its Dark Skies Festival in February and October-November are the perfect tonic for a winter's night. New this year is a permanent Constellation Rubbing Trail at Danby Lodge National, happening on 22 November. Explore the grounds at this drop-in event, find constellation rubbing plaques and discover 10 different hidden constellations!

Plymouth: New electronic music event in May, 200th anniversary of The Royal Navy and exciting arts and culture events

Plymouth sees the arrival of a new electronic music event: ALIVE will draw together some of the world's biggest dance artists on stage at the Home Park Stadium, 25 May 2024. Marking a new era for electronic music in the south west, ALIVE will feature some of the biggest DJs and artists, and low-cost tickets will be available to make this major new festival affordable for all.

2024 is also the 200th anniversary of The Royal Navy at Devonport, Plymouth. Its Heritage Centre is to reopen on 20 March after a shiny new refurbishment. Explore the relationship of Devonport with the Royal Navy, Dockyard and the people of this waterfront city.

The Box in Plymouth has also unveiled an ambitious programme for 2024 with a focus on climate change. Visit Planet Ocean, works by JMW Turner and major collaborations with the National Portrait Gallery and National Gallery.

Isle of Wight: Walking Festival 25th anniversary in Spring & Autumn and Albion Hotel refurbishment

Spring 2024 marks the 25th anniversary of the Isle of Wight's Walking Festival, from 11th to 19th May. Run by volunteers, this is a great opportunity to meet the locals and join other visitors; in 2016 a speed-dating walk resulted in numerous weddings and babies! And if you can't make it in spring, there's another walking festival in autumn.

If you're planning a visit to the Isle, The Albion Hotel at Freshwater is undergoing a multi-million pound refurbishment following new ownership, expected to open in May.

Thanet: New Lancaster flight experience in Margate, and the 10th anniversary of the Ramsgate Tunnels

Margate offers a unique new Lancaster experience at the Spitfire and Hurricane Memorial Museum, Manston. Book a 30-minute 'flight' and sit with an instructor in a replica Avro Lancaster cockpit, fire-up four Merlin engines, the roaring sound pumped into the cockpit on this simulated flight, the only fully functioning Lancaster cockpit that can be flown as a simulator. Flights can be booked from early 2024.

2024 is also the 10th anniversary of the reopening of the [Ramsgate Tunnels](#). To celebrate, a wave of events is planned for the year including the History month of May, volunteer talks using the Tunnel's archives in June, and Explorer Tours running year-round.

West Sussex: New Coast Path sections opening, walking itineraries and cold water swims

The Coast Path in West Sussex has taken another step forward, this largely open coastal plain route takes in wide beaches, seaside resorts and nature reserves teeming with birds. To make walking easier, Experience West Sussex have highlighted a number of walks of different lengths, including Pier to Pier from Bognor Regis to Littlehampton (approx 2.5 hours), and Estuary Southwick to Arun Rivermouth (approx. 6 hours).

If you fancy a sea dip while on this new Coast Path stretch, winter sea dips can be had with Bluetits Chill Swimmers in Worthing, Littlehampton, Bognor Regis, Selsey and Bracklesham Bay. To warm up, head to Horsebox saunas available at [The Nomadic Sauna](#) Kingston Beach Southwick and [Fire Salt and Sea Saunas](#) on Worthing beach.

Looking for a cool coastal stay while exploring this new Coast Path stretch? Try the new [Eco Sleep Hotel](#) in Worthing, powered entirely by electricity with online concierge and light and heating sensors to conserve energy. Alternatively, check-out the cool [East Beach Guest House](#), Littlehampton, [Beachhut Hotel](#) Felpham or [The Coast Yard](#) – Selsey.

National roll-out of the King Charles III Coast Path

Throughout 2024, new sections of the **King Charles III Coast Path** will be rolled out. One of the newest is the 33-mile path from Gretna to Allonby in **Cumbria**, revealing new stretches of this remote and beautiful north west coast for the first time.

For more ideas on Pledge for the Coast and 2024 coastal breaks, visit englandscoast.com.

-Ends-

Press: For further information, high-res images or to discuss a commissioned press trip, please contact Lizzie Cooper at [Travel PR](https://www.travelpr.co.uk) on 020 8891 4440 or l.cooper@travelpr.co.uk.

For more information on England's Coast visit www.englandscoast.com/en or contact Sheron Crossman, National Coastal Tourism Academy Marketing & Communications: Sheron.crossman@coastaltourismacademy.co.uk.

Notes to editors: The England's Coast project is delivered by the National Coastal Tourism Academy, whose partners include: Discover Yorkshire Coast, The North York Moors National Park Authority, Visit East Yorkshire, Visit Lancashire, Cumbria Tourism, This is Durham, Enjoy Redcar and Cleveland, Visit North Norfolk, Visit Essex, Visit Thanet, Dover/White Cliffs Country, Visit Brighton, Experience West Sussex, Visit Portsmouth, Visit Isle of Wight, Coast with the Most -Bournemouth/Christchurch/Poole, Visit Dorset, Destination Plymouth and Hornblower City Cruises Poole

[The NCTA](https://www.ncta.co.uk) was established in 2013 to help job creation and economic growth in the tourism economy of coastal towns. It is a not-for-profit organisation, working with industry, coastal destination partners, government departments, academia and national coastal organisations and is the recognised voice of coastal tourism.