



Investing in Entrepreneurial Spirit

A new electric motor, recharged by solar panels has improved the sustainability of the business and enhanced the sailing experience for customers



Henry worked with North Norfolk District Council to secure grants for electric engines on his mussel flats, enabling him to maintain traditional sailing experiences while ensuring safety and sustainability.

Henry Chamberlain demonstrates true entrepreneurial drive by giving Norfolk's maritime tradition a fresh perspective. His background includes service in the Marines and humanitarian work in places like Chechnya, Afghanistan and Mogadishu, until he reached a pivotal moment in his life. After an especially challenging week in Mogadishu, Henry sat on a beach pondering a simple but profound question: what would he choose to do in an ideal world? His honest answer was to own a Norfolk fishing boat, offer people experiences focused on food and adventure, and unite those passions. That clear vision became the foundation for Coastal Exploration Company, established ten years ago.

Henry's standout entrepreneurial trait is his ability to spot overlooked opportunities. While most people in Norfolk enjoyed the coastal walks, birdwatching and lively pubs, few ventured into the saltmarshes, creeks, and sandbanks just beyond the path. Henry recognised potential where others saw emptiness. He bought vintage fishing boats from the 1920s, mastered traditional sculling and lug rig sailing, and developed a truly original business. By drawing on Norfolk's maritime heritage, he offers guided trips that blend wildlife education, foraging, and quality food, giving access to the wildest and most stunning parts of the coast—an experience that hadn't existed before.

Henry realised that navigating mussel flats against strong tides was as demanding as running a marathon each time. To address this, he worked with the Council

to secure funding for electric engines—an innovation that maintains traditional experiences while improving safety and sustainability. His approach to solving infrastructure issues, managing a fleet of six historic boats, collaborating with institutions like Easton College to promote outdoor careers, and constantly evolving the business demonstrates the resilience and adaptability that are hallmarks of great entrepreneurs. Rather than simply launching a business, Henry introduced a whole new way for people to explore North Norfolk's wilderness, illustrating that entrepreneurship is often about recognising opportunities others overlook.

“I saw an opportunity. I've always believed in looking within and saying what you can do, what your skills are and what you can contribute towards the world. It's not just about the ability to make money. It's doing something unique that you believe in and having the confidence to take it forward.”

Henry Chamberlain,
Founder

Coastal Exploration Company, Norfolk Coast



For further details please scan the QR code or visit invest.north-norfolk.gov.uk/coastal-exploration