

# Maldon District

## Economic Development

Maldon District Council

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Newmarket

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# Vision

A sustainable coastal District,  
with a rich rural identity and heritage,  
underpinned by  
a vibrant local economy  
and active community life.



# Location



# Neighbouring Councils





# Key Sectors

- Distribution
- Hotel and Restaurants
- Manufacturing - small niche businesses
- Public administration and health



# Employment growth

Modest employment growth, job growth faster at 14% over the last decade, compared to 8% in the Region (ABI).



# Average wages

Average weekly wage in 2008  
£419.80 compared to  
Essex average of £468.40.



# Skills

## Low skill attainments

20% no qualifications compared to 13% nationally.

## Higher Education NVQ4 and above

19% compared to national average of 28.6%.

(Source: ONS 2009)



# Unemployment

Unemployment rate stands at 1,400 as a comparison 4.4% for District compared to 5.3% for East of England.

(Source: Nomis April 2008 – March 2009)



# Economic Development

- Tourism
- Inward Investment
- Business Development
- Skills & Training



# Budget

## Economic Development

£ 33,244

### includes :

£15k Bid Magnox South awarded  
for 2<sup>nd</sup> year to support Rural Advice.

£ 26K Local Authority Business Growth  
Incentives scheme know as LABGI  
(some is placed on the tourism budget)

\* £75k Bid achieved Marine Sector



# Economic Budget

- Specialist Rural Advice
- Maldon District Business Website
- Business Club/Events/Consultations
- Memberships
- Literature

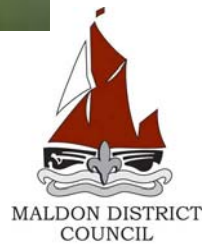


# Tourism Budget

<b>Total Budget</b>	<b>£ 54k</b>
East of England Research	£ 10k
District Website Destination Management	£ 6k
Membership	£ 2k
Marketing Budget various	
- District Guide 40,000 copies	£ 11k
- Farmers' Market	£ 2k
- Tourist Information Office	
Burnham On Crouch One Place	£ 13k



# Discover the Maldon District



# Strengths

## Local distinctiveness

- Barges
- Quaint, old fashioned character of the town centre and the attractive coastal features

## Gastronomy

## Retail provision

## Local markets



# Unique Selling Point



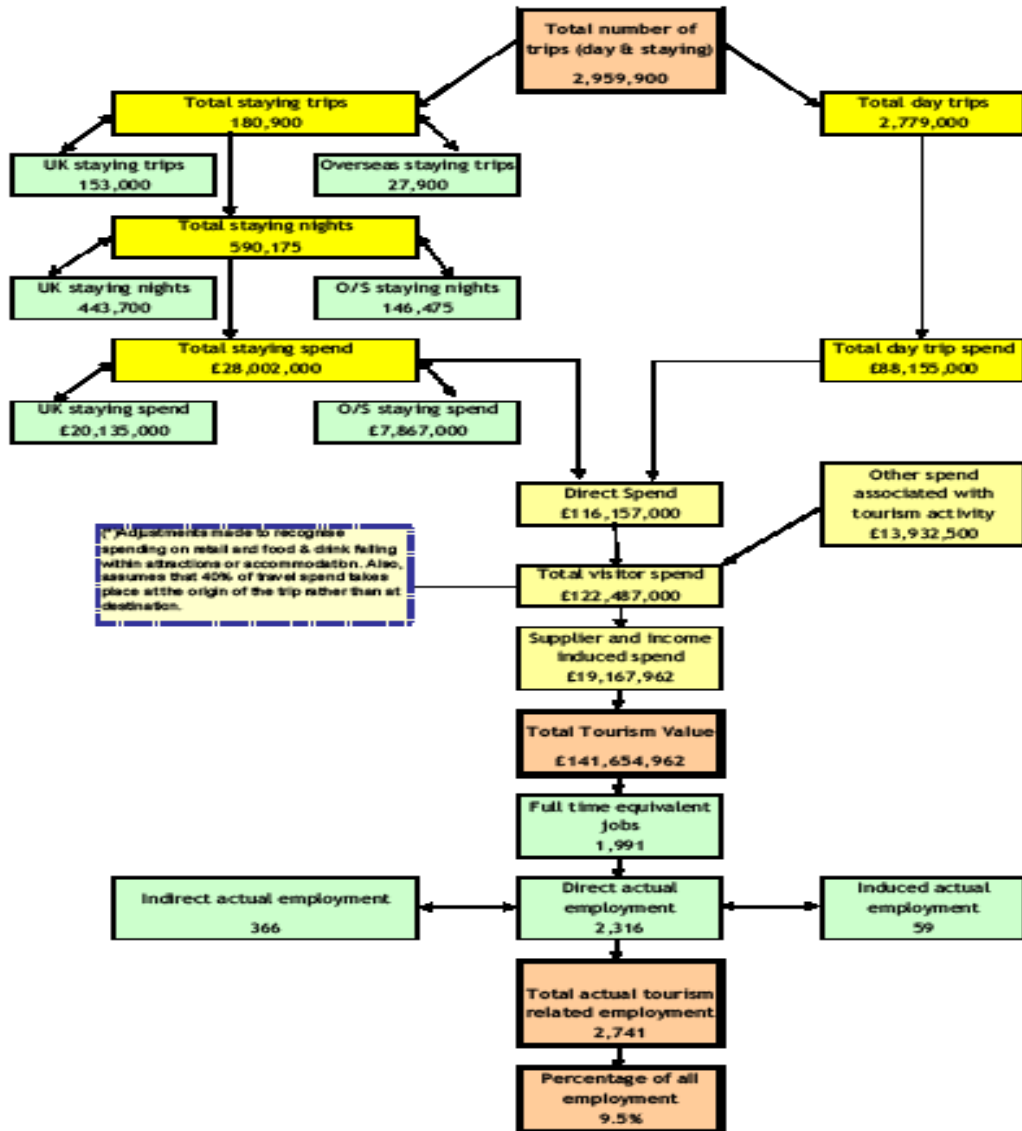
# Retail

- Traditional Market Town
- In August 2009 a total of 171 retail premises were occupied out of 191 premises
- Vacant Woolworths will be filled by Mackay and Co
- New Business Association

What sets Maldon apart is the large number of independent traders.



**Economic Impact of Tourism - Maldon 2007 - Headline Figures**



# Image of Maldon



# Heybridge Basin



# Maldon Beach....Mud



# Maldon Mud Race

## 27 December 2009



# Byrhtnoth

oldest recorded battlefield in 991 AD



# St. Peter's Chapel



# Pirate Ship in the Park



# Splashing in the Park



# Weaknesses

- Limited accommodation offer
- Perceived as expensive
- Limited parking/transport infrastructure
- Regeneration of some coastal areas
- Limited arts and cultural offering



# Tourist Category Average Expenditure

- Accommodation £ 6.19
- Eating and drinking £14.69
- Buying food, drinks or snacks £ 3.69
- Shopping £ 4.88  
*(all purchases except food and drink)*
- Entertainment £ 6.79
- Travel and transport £11.05
- Total Spend £47.29**



# Inward Invest

The rural beauty and quality of life which attracts tourists also attracts business.

We work with partners East of England Investment and Invest Essex to relocate New Businesses to the District.



# Business Development



*making connections*  
Maldon District  
Business Forum

- Free Business Directory entry to promote your business
- Regular information about business opportunities in the District
- A chance to take part in local decision making which affects business
- And best of all it only costs your time to register

Register online at  
[www.maldondistrict.biz](http://www.maldondistrict.biz)

**Retail**  
**Agricultural & Rural Business**  
**Tourism & Leisure**  
**High Tech & Manufacturing**  
**Professionals & Services**  
**Property & Transport**



# Skills & Training

- Plans for a Vocational College
- Maritime Apprenticeship Scheme
- Response to Redundancy
- Cultural Changes Leadership



# Bradwell Power Station

- De commissioned power station at Bradwell on Sea.
- A potential site for a new nuclear power station.



# Rural

Joint funding with Magnox South

- Community Pub The Norton, Cold Norton
- Radio Broadband
- Dengie Food Trail
- Food & Produce Festival
- Stow Maries WW1 Airfield
- Featherdown holiday offer



# The Future



A newly formed  
partnership with  
Writtle College

