

Maldon District

Economic Development

Maldon District Council

Jenny Lewsey

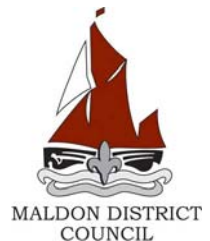
Newmarket

4 December 2009



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



Villages



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 2nd 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

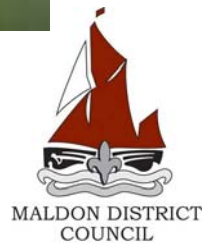


Tourism Budget

| | |
|---|--------------|
| Total Budget | £ 54k |
| 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

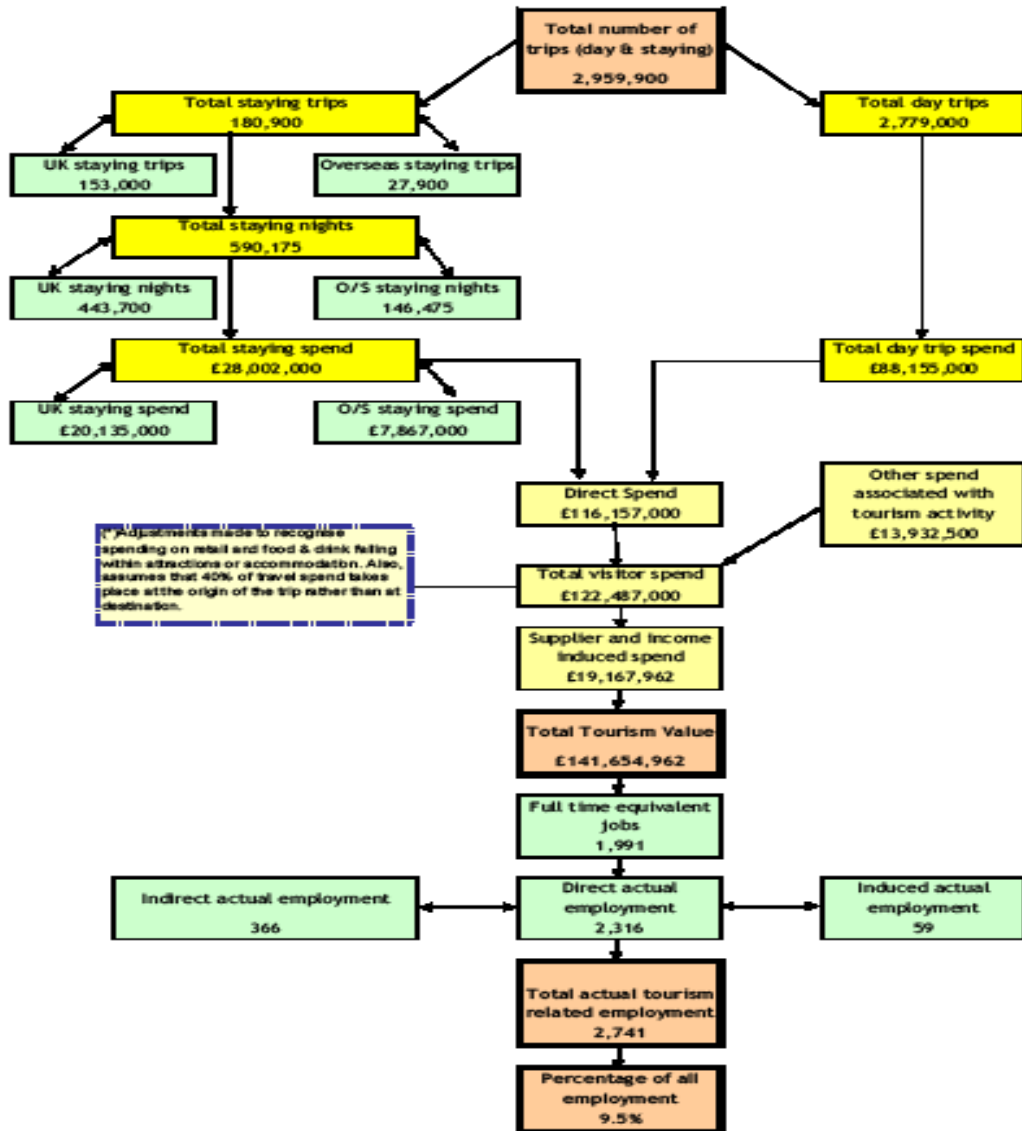


Image of Maldon



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

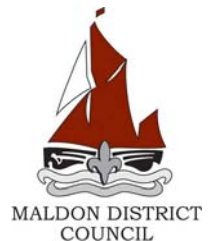
- Accommodation £ 6.19
- Eating and drinking £14.69
- Buying food, drinks or snacks £ 3.69
- Shopping £ 4.88
(all purchases except food and drink)
- Entertainment £ 6.79
- Travel and transport £11.05
- Total Spend £47.29**



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

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

