

PROJECT SAMPHIRE

Project overview

Project Samphire forms a key stepping stone in our aspiration to create the 'Saltmarsh Coastal Offer', which will provide a unique coastal visitor experience through connectivity, destination quality and customer service. It is envisaged that the Saltmarsh Coastal Offer will directly create dozens of jobs through the provision of ferry services, cycle hire and partnership development of existing businesses. As well as contributing millions to the local economy and the creation of more employment within the leisure and tourism sector.

Project Samphire will focus on the continued promotion of the Maldon District through traditional and cutting edge promotional techniques, including visitor signage, social media and a mobile information centre. As well as the development of the future workforce through training and work experience.

We propose to complete a network of information hubs along the 75 miles of the unique coastline within the Maldon District. Smart technology will monitor users of the coastal trail giving direct feedback on visitor numbers. Hubs will also link to our dynamic website and social media providing new experiences and catering for a modern market.

We also propose to offer a unique paid work experience offer. Over the three year life of the project we will offer the chance to become ambassadors for the Maldon District. Working with the best of local businesses the ambassadors will get first-hand experience of what's on offer, from Thames Sailing Barges to the art of preparing and serving delicate and appetizing foods.

The ambassadors will operate a mobile saltmarsh hub visiting towns and villages in the East as well as London spreading the 'saltmarsh secret'. Importantly the ambassadors will be trained and supported to achieve full time positions with local businesses following their placement, where they can instil the values they have learned and continue to promote the Maldon District.

Project details

Our aim is to complete the network of visitor hubs being installed as part of our successful Coastal Communities Project.



A further 10 information hubs will be provided at key locations along our coastline. Sites include, South Woodham Ferrers, North Fambridge, Althorne, Creeksea, Bradwell Waterside, St Lawrence, Maylandsea, Goldhanger and Salcott.

Our Ambassadors will operate a mobile saltmarsh hub taking the best of the Maldon District out and about spreading the word about our local heritage and culture to a wider market. The team will operate from a custom built vehicle of the type shown below.



On-board AV technology will showcase our district and retail sales will work towards sustaining this information hub.

The staff operating the vehicle will gain valuable experience whilst with the team maximising their future career opportunities. The Mobile hub will spend 50% of its time working with maritime Parishes to promote their offer and the remainder of the time will be visiting other visitor destinations in the East promoting the Saltmarsh Secret.

We also hope to attract visitors from London to the district. Within a 40 minute train ride from the heart of the capital visitors can enjoy a remote and independent area with its own distinctive character.

How does this bid link to other developments and activities?

Project Samphire will complete the Dengie Gateway Project commenced back in 2015 and build on the work of the River Blackwater and River Crouch Coastal Community Teams. Importantly links to a number of other coastal initiatives aiming to support local business and visitor economy. Some are listed below:

Coastal Revival Fund – £50,000 awarded to develop the unique waterside Heritage of one of the oldest parts of the Town. Plans include a heritage centre supporting the maritime community in the District symbolised by the Thames Sailing Barges resident at our Hythe Quay.

Maldon & Heybridge Central Area Master plan – Consultants are working with Partners to plan the future of the Town and a number of regeneration projects are included.

Bradwell Legacy Partnership – Following the closure of the Bradwell Nuclear Power Station a number of initiatives are underway to support the community and create employment opportunities

How is our Coastal Communities Bid made up?

Capital

We have estimated a sum of **£150,000** will be required to purchase and equip our Mobile Saltmarsh Hub together with providing 10 smart Hubs along the coastline.

Revenue

Key to our project is developing people and kick starting careers. We aim to employ 9 Ambassadors over the 3 year life of the project. Costs associated with employment and training will come to **£150,000**. We will also employ a project manager for the life of the project to oversee the hubs and management of the Ambassador team. The cost of the Project Manager will be **£120,000**

Project Samphire cost summary

Capital	£150,000
Revenue	£270,000
Total bid	£420,000