

Mr Marcial Boo



Fiona Marshall
Chief Executive
Maldon Council
Council Offices
Princes Road
Maldon
Essex CM9 5DL

16 May 2017

Dear Ms Marshall,

I am writing about a national charity that I chair that I hope might support economic development in the Maldon district by bringing increased tourist visitors for little financial outlay on your part.

'Tour de Coast' is a registered charity that aims to encourage visits to, and journeys around, Britain's coast by installing 100 numbered way-markers around our coastline. We would very much like to install a 'Daymark', as we are calling them, in and around Maldon in a location that might be acceptable to you.

As you will know, Britain's coastline is a special place of history, beauty and enjoyment. TV programmes such as *Coast*, and new coastal cycle and footpaths, have made our coastline more interesting and accessible. By installing 100 Daymarks around Britain's coastline, Tour de Coast wants to give UK residents and foreign tourists a further incentive to see more of our coast, and to drive, cycle or walk from one Daymark to the next, potentially 'collecting' visits to a number of the Daymarks. The charity has had an enthusiastic response from Visit England, Visit Wales, Scottish National Heritage, Ramblers, Natural England, Sustrans and others.

Each Daymark will have a number from 1 to 100. We would like to install them in accessible places where the public can admire the beauty of the coastal landscape around them, find out more about local history, and visit and spend money in local towns too. The charity hopes to install 47 Daymarks around England's coast, 11 in Wales and 42 in Scotland. The Daymarks will be about 40-50 miles apart on average. We already have agreement from councils in Kent, Aberdeenshire, East Sussex and County Durham to install Daymarks in their districts as part of wider regeneration work going on. There is interest in Suffolk and in the Highlands and Outer Hebrides too.

With your permission, we would love to install **Daymark 98** in Essex, ideally in the Maldon district, maybe in Burnham-on-Crouch or perhaps Bradwell. But we are keen to discuss

options with you and how best the installation of this sculptural marker can fit with your own economic development and tourism strategies for the area. For reference, we hope to install Daymark 97 in Felixstowe and Daymark 99 on the Isle of Sheppey in Kent.

This is not an expensive project. Each Daymark will cost less than £5,000 to make, with transportation and installation costs on top. We hope to raise these funds locally, perhaps from communities and businesses, and I am in contact with potential national donors too. I very much hope you and colleagues might be interested in the project in principle, in which case we would be keen to work with you on how best to raise the sums required. We have a professional fundraiser working on the project.

The Daymarks themselves have been designed by the Royal College of Art with the support of the engineers at Arup who worked on the Angel of the North in Gateshead. There are pictures and other information on our website: www.tourdecoast.org.uk. I also have a short presentation that I could send you if interested.

The charity hopes that this one-off project will create a long-lasting national coastal infrastructure that walkers, cyclists, locals and tourists can all benefit from for many years. I hope that this might be something that you feel able to support as a way to bring increased tourist revenue to North Devon. The councils in Kent, Aberdeenshire, Sussex and Durham are excited that this will be a small but valuable addition to the attractions of their districts. I hope we might do the same for the Maldon district to add to your existing attractions.

I am myself the chief executive of a public body – in my case, the MPs' expenses watchdog IPSA – so I am conscious of the need to be careful with public money, and of the need to engage local communities on projects such as this. But I do hope that there might be the potential for mutual benefit here, and that you might get in touch, or ask one of your officers to, so we can see if there is something to explore in more detail.

I am writing along similar lines to Cllr Mark Durham.

Meantime, with best wishes,

Mr Marcial Boo
Chair
Tour de Coast