



**REPORT of  
DIRECTOR OF CUSTOMERS AND COMMUNITY**

---

to  
**COMMUNITY SERVICE COMMITTEE  
21 NOVEMBER 2017**

**TOUR DE COAST - MALDON DISTRICT**

**1. PURPOSE OF THE REPORT**

- 1.1 To propose the Council support in principle the installation of a ‘daymark’ in the Maldon District as part of the national Tour de Coast project.

**2. RECOMMENDATION**

That the Director of Customers and Community be authorised in consultation with the Chairman of the Community Services Committee to work with the Tour de Coast team to support the project and pursue the installation of a Daymark including all necessary consent. To include identifying the most advantageous location, funding options and partners.

**3. SUMMARY OF KEY ISSUES**

- 3.1 ‘Tour de Coast’ is a registered charity being led by Mr Marcial Boo, Chief Executive of the MPs’ expenses watchdog Independent Parliamentary Standards Authority (IPSA). The charity is proposing a project of the same name, which will create a network of 100 (approximately 10ft high) numbered coastal way markers, to be known as ‘Daymarks’ based on 18th century maritime navigational aids. **APPENDIX 1** to this report sets out more detail and **APPENDIX 2** is a copy of a letter sent to the Chief Executive about the subject.
- 3.2 The project is in fairly early stages, a prototype daymark has been created, approximate locations identified and around 70 of the 100 areas already interested in principle.
- 3.3 The project aims to encourage visits to and journeys around Britain’s coast and support economic development in the Maldon District by bringing increased tourist spend.
- 3.4 The Maldon District (Saltmarsh Coast) Daymarks would be No98, with 99 at Harty Ferry, Kent and 97 at Old Felixstowe, Suffolk. Meaning our mark would be the only one in Essex.
- 3.5 The project has had an enthusiastic response from Visit England, Visit Wales, Scottish National Heritage, Ramblers, Natural England, Sustrans and others.

3.6 The total cost for a Daymark, including installation and transport would be approximately £8,000. Various funding options are available.

#### 4. CONCLUSION

4.1 The 'Tour de Coast' is an interesting project and as a coastal community we would want to be a part of it. We can support its delivery locally through local groups and investigate external funding.

#### 5. IMPACT ON CORPORATE GOALS

5.1 The project would support the Council's objective to promote the District as a destination of choice for visitors.

#### 6. IMPLICATIONS

- (i) **Impact on Customers** – By creating and improved visitor offer, linked with other coastal destinations.
- (ii) **Impact on Equalities** – None.
- (iii) **Impact on Risk** – None.
- (iv) **Impact on Resources (financial)** – None by utilising non-council funding.
- (v) **Impact on Resources (human)** – The project can be progressed within existing resources.
- (vi) **Impact on the Environment** – None, an appropriate location can be identified.

Background Papers: None

Enquiries to:

Ben Brown, Group Manager - Leisure, Countryside and Tourism (Tel: 01621 854477).