

Media Pack 2020

www.visitessex.com

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Brief history of Essex

55BC Colchester was ruled by the celtic Trinovantes tribe. A dispute between them and another tribe was an excuse for Roman invasion.

AD43 Colchester became the capital of Roman Britain, which Boudica in AD60 destroyed in her revolt.

AD527The name **Essex** derives from the Kingdom of the East Seaxe or Kingdom of Essex which was traditionally founded by Aescwine

AD654 St Cedd built St peters on the wall church at Bradwell- on sea- using roman stones. It's the oldest church in the county and the 19th oldest building in the country.

AD991 The Battle of Maldon resulted in complete defeat of the Anglo-Saxons by the Vikings, and is commemorated in the poem 'The Battle of Maldon'

1060 The World's oldest wooden church Greensted Church was built, however two earlier timber structures were found dating back to the 6th century.

1066 King Harold was buried in Waltham Abbey Church. He was the last Anglo-Saxon King and died in the Battle of Hastings fighting Norman invaders led by William the conqueror.

1137 Cressing Temple was given to the Knights Templar which built in the 13th century is now one of the few surviving Templar buildings in England.

1139 Following the Norman conquest the Saxon kingdom formed the basis of a county under the first Earl of Essex, Geoffrey de Mandeville. As a county Essex had administrative, political and legal functions.

1606 Christopher Newport was the captain on the ship Susan Constant which landed at Chesapeake Bay where they established the pioneering settlement of Jamestown, the first permanent English settlement in America

1620, Harwich's Christopher Jones was Captain of The Mayflower with 102 passengers. Many of these religious visionaries set out to make their homes in a New World, free from religious persecution, landing at Cape Cod, Massachusetts sixty-six days later.

1820 John Constable paints the iconic Haywain in his native Dedham Vale.

1007 Maldon established and in 1008 Exham manor was made at Exham

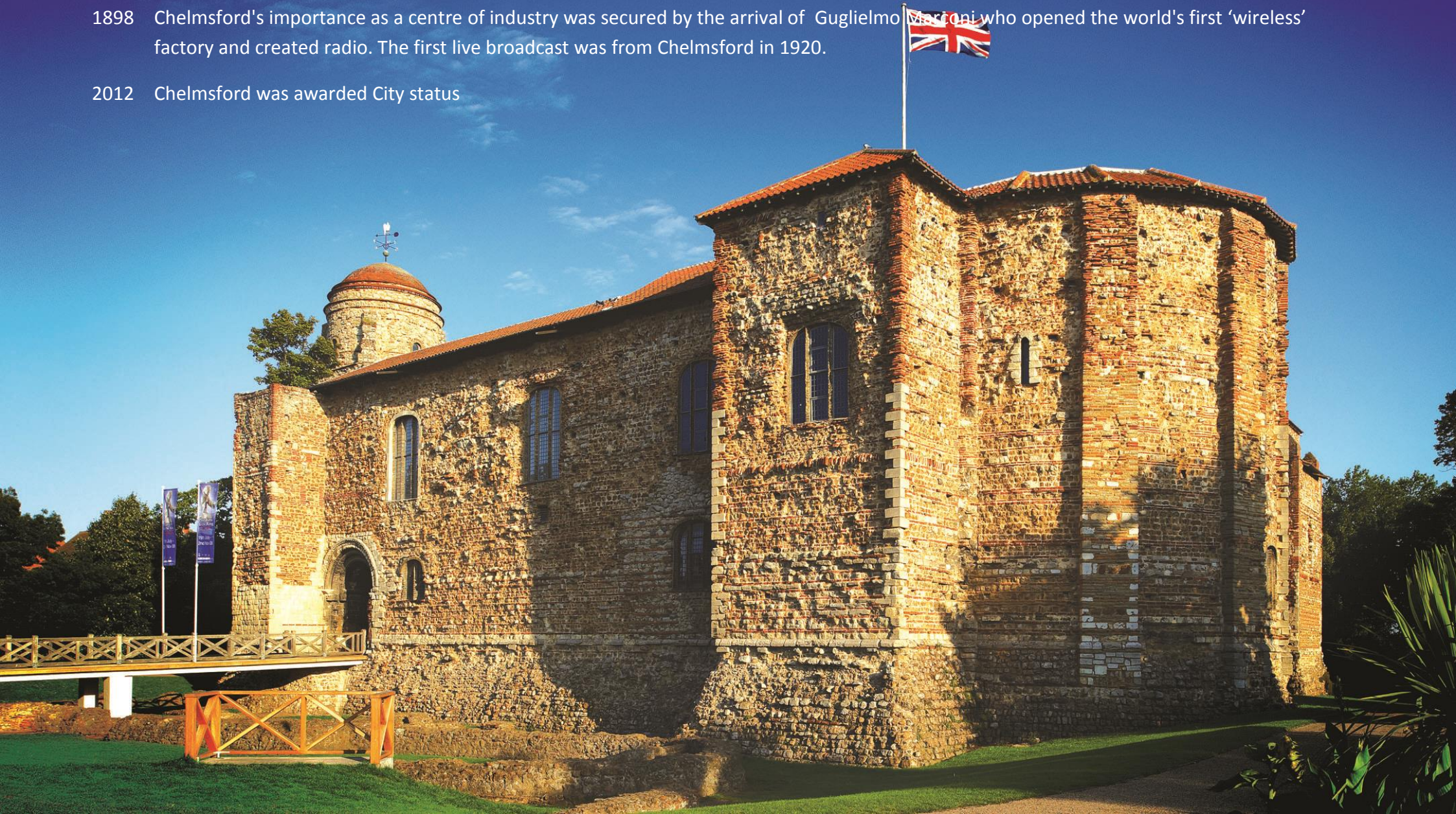
Brief history of Essex

1820 John Constable paints the iconic Haywain in his native Dedham Vale.

1882 Maldon salt was established and in 1885 first jam preserves were made at Tiptree

1898 Chelmsford's importance as a centre of industry was secured by the arrival of Guglielmo Marconi who opened the world's first 'wireless' factory and created radio. The first live broadcast was from Chelmsford in 1920.

2012 Chelmsford was awarded City status



Where is Essex?

Essex is located next to London, Cambridgeshire and Hertfordshire as well as the continent.

Whether you travel by road, rail or air, getting to Essex couldn't be easier. Located on the doorstep of London, the county is served by an excellent rail network and local bus routes. With accessible travel links from all over the UK and Europe, as well as convenient road infrastructure, including the M25 and M11, your journey will be a comfortable and easy one. There are mainline rail links into London and our international gateways at London Stansted Airport, London Southend Airport, Harwich International Port and London Cruise Terminal at Tilbury offer direct links to London too.

www.abelliogreateranglia.co.uk

www.c2c-online.co.uk

www.stanstedairport.com

www.southendairport.com

www.harwich.co.uk

www.londoncruiseterminal.com

www.kirbyscoaches.co.uk

www.cookscoaches.co.uk



What makes Essex special?

Situated on London's doorstep, Essex offers a rich tapestry of everything that makes England great. Boasting the second longest coastline in the UK, the oldest recorded town, the world's longest pleasure pier and over 200 attractions, Essex has something for all tastes. The green countryside speckled with picturesque villages contrasts sharply with the vast coastline, where vibrant seaside towns merge with quiet isolated beaches. So whether it is shopping, outdoor pursuits, gardens, stately homes or even seal watching you are into, there are lots for those wanting to visit, and who wouldn't.

As well as a great day out Essex is perfect for short breaks or longer stays. With an abundance of accommodation from holiday parks, to boutique hotels, from traditional B&B's to glamping, make Essex a base to discover the county as well as neighbouring London and Cambridge and Hertfordshire..

Top Ten Essex Facts

1. According to Essexherald.com Essex is not only the UK's wealthiest county, but would qualify as the World's 53rd largest economy.
2. Manningtree is Britain's smallest town.
3. Whilst Tiptree is the UK's largest village.
4. In January 1905 it was so cold that the Thames froze over at Southend-on Sea.
5. The largest village green in England is at Great Bentley. It covers an area of roughly 43 acres.
6. One of the World's oldest traditions and still running, the Dunmow Flich Trials. Mentioned in Chaucer's Canterbury Tales and believed to have begun in the 13th century, the Trials aim to find a married couple who had not quarrelled or repented their marriage during the preceding year and a day.
7. Between 1560 and 1680 in Essex, 545 people were accused of witchcraft and at least 74 are known to have been executed at the Essex Assizes. Matthew Hopkins, known as the 'Witchfinder General', was a lawyer from Manningtree, and responsible for the killing of 300 women. His one-time home is now a popular restaurant, The Mistle Thorn.
8. Layer Marney Tower is the tallest Tudor gatehouse in the UK.
9. Brentwood, home of the wildly popular TV show *The Only Way Is Essex*, or TOWIE as it is known, is also where the Peasant's Revolt began in May 1381.
10. Southend Pier is the World's longest pleasure pier.

Top 10 Essex statistics

1. Tourism is a key contributor to the Essex economy – there are 55,512,003 day and staying trips made to Essex each year with the value of £3.4 billion. 9.6% of all people in Essex are employed in the tourism industry (66,318 people). Destination Volume and Value Stats 2018.
2. Population of Essex is 1,820,400 - second most populous in the UK (figs. Mid 2018 est.).
3. Essex covers 3,670 sq km.
4. Essex has 86 sites of special scientific interest.
5. Essex has 14 Boroughs and Districts.
6. Over 14,200 buildings have listed status in Essex, and around 1,000 of those are recognised as of Grade III* importance.
7. UK's second longest coastline at 350 miles.
8. Essex is 70% rural.
9. The highest point of Essex is Chrishall Common, which reaches 482 feet (147 m).
10. Essex has 5 Sister Countries / Regions – Jiangsu (China), Picardy (France), Thuringia (Germany), Henrico County (Virginia, USA) and Accra (Ghana).

What's in Essex?

Essex outdoors

- 41 green flags for open spaces
- 89 Essex Wildlife Trust sites and eight RSPB sites including the largest conservation project in Europe, Wallasea Island.
- White water rafting at the Olympic venue at Lee Valley
- Mountain biking at the London Olympics venue in Hadleigh
- Over 40 Country parks each with their own attractions, including High Ropes, Gruffalo and Stick man trails.
- Gardens including Beth Chatto and RHS Hyde Hall and those at Stately homes including Audley End.
- 5000 km of footpaths and bridleways
- Over 60 Golf courses

What Essex is great for?

- Family and animal attractions including Colchester Zoo, Lee Valley White Water Centre, Adventure Island Theme Park
- Shopping - Lakeside, Braintree Village, Chelmsford, Fenwicks Colchester, independent stores made famous by TOWIE at Brentwood
- Luxury - Osea Island, Maison Talbooth, Chelmsford City Racecourse, glamping at Layer Marney Tower, Afternoon Teas
- Historic buildings and sites, including Colchester Castle, iconic stately homes, 6 English Heritage sites and 9 National Trust properties, Stow Maries the only surviving WW1 aerodrome, 4 heritage railways and historic churches.
- Picturesque scenes including quintessential English villages such as Finchingfield - the most photographed village in Essex, Dedham Vale and Saffron Walden.
- Nightlife – including theatres, restaurants, casinos, events, bars and clubs made famous by TOWIE ie The Sugar Hut.

Coastal Essex

- 5 Blue Flags for beaches – Thorpe Bay, Shoeburyness, Shoebury East, Brightlingsea, Dovercourt Bay
- The World's longest pleasure pier at Southend
- Seal watching at Walton-on-the Naze and Foulness Island
- 35 islands - including the most easterly island Mersea. Wallesea, and the stunning isolated Osea island
- Water sports at Southend, Bradwell Outdoors, Mersea Outdoors and sailing at Burnham.

Culinary Essex

- Home to Tiptree jam, Maldon salt, Fairfields Crisps, Kelly turkeys, and Jamie Oliver where his mum and dad still run The Cricketers pub in Clavering.
- Wilkin and Sons have 10 tea rooms including one at the factory site in Tiptree
- Award winning Vineyards, including West Street, New Hall , Clayhill and Bardfield. Essex has 27 vineyards and an increasing number of breweries.
- Mersea oysters are sold in top restaurants throughout the World, and at Mersea Island Company Shed and Oyster Bar you can sample them.
- Essex is renowned for its fishing industry, and at the Leigh-on-sea cockle sheds, you can find a huge range of seafood and fresh fish.

10 celebrities from Essex

1. Helen Mirren (actress)
2. Jamie Oliver (chef)
3. Ray Winstone (actor)
4. Russell Brand (comedian)
5. Grayson Perry (artist/sculptor)
6. Rod Stewart (singer)
7. Dermot O'Leary (presenter)
8. Dorothy L Sayers (authoress)
9. John Constable (artist)
10. Olly Murs (singer)

10 films shot in Essex

1. The Woman in Black – Osea Island
2. Goldfinger - London Southend Airport
3. Four Weddings and a Funeral – Grays
4. Indiana Jones and the last Crusade – Tilbury
5. Who Framed Roger Rabbit – State Cinema, Thurrock
6. Batman Begins – Coalhouse Fort, East Tilbury
7. World War Z- Hanningfield Reservoir
8. Full Metal Jacket – Epping
9. Flyboys – Copped Hall, Epping
10. Ivanhoe - Hedingham Castle
11. The Forth Protocol- Chelmsford

Campaigns 2020

Short Breaks Campaign – A suite of 2 day Itineraries have been designed to attract different audiences to stay over night in the county. This is a digital campaign and ongoing throughout 2020.

This is Essex – showcasing our Essex heroines and heroes in a 2020 Calendar and video – challenging perceptions and the Essex stereotype. <http://www.visitessex.com/this-is-essex.aspx>

Mayflower 400 - Captain Christopher Jones came from the port of Harwich. A whole range of events, activities and ambitious projects are being planned in both the build-up from 2019, and in the year of the 400th anniversary 2020. Essex residents are proud of the strong connections to the United States and the Mayflower story. Harwich Mayflower Heritage Centre will be the ideal place to learn about the roots and culture of America's early colonists. www.Mayflower400uk.org

England's Coast - The National Coastal Tourism Academy (NCTA) have been awarded funding from VisitEngland's Discover England Fund to trial a Coastal Pass for the east coast of England extending from Hull to Thurrock in Essex. The Pass is a new travel tool that will allow international holidaymakers to create their own activities by watching interactive videos and condense the marketing and booking process into one procedure. The videos will draw attention to stretches of coastline little explored by international visitors. It will be trialled initially with holidaymakers travelling from The Netherlands, and Essex is lucky to have direct links to the Hook of Holland via Harwich Port. We will be able to showcase the beauty of the Essex coastline – 350 miles, the second longest of any UK county - and some of our 'hidden treasures'. The themed itineraries capture touring and active experiences, arts, culture and heritage. <http://www.coastalpass.com/>

In case you missed it

- Indoor Hollywood Bowl, Flip Out, PuttShack and Nickolodean Adventure at Intu Lakeside
- £1.4m re-development of Chelmsford Museum
- The Grape and Grain Trail – highlighting local artisan producers of wines, spirits and ales in the Maldon and Braintree Districts
- Opening of Escape Rooms in Chelmsford
- Gourmetgardentrails.com – promoting our restaurants and pubs, gardens and accommodation to Dutch and German visitors



What's new in 2020 and beyond

- In 2021 all 350 miles of the Essex coast will be accessible, and walkers will be able to walk the entire stretch as part of the national **England's Coast** project.
<https://www.englishcoast.com/en>
- **Essex 2020** – Inspired by the The British Science Festival, which will be taking place in Chelmsford and is the region for the first time in it's 189th year history, there will be a year-long festival of events throughout the county related to STEAM – Science, Technology, Engineering, Arts and Mathematics – exhibitions, workshops, festivals and more. <http://www.essexfuture.org.uk/essex-2020/>
- **Discover 2020** - a year long festival of events and activities to mark various heritage assets in the Rochford District including HMS Beagle.
<https://www.rochford.gov.uk/leisure-and-tourism/discover-2020>
- **Mayflower 400** - Various events throughout the year will commemorate the 400th anniversary of the Mayflower sailing. It's Captain hailed from Harwich and several crew members. Visit Christopher Jones' house and a new Heritage Centre which will open late 2019.
<https://www.historicharwich.co.uk/mayflower-400/>

Anniversaries

- 200th Anniversary of the launch of HMS Beagle in 1820. The ship took Darwin around the world, and it's believed her remains are buried in Paglesham, Rochford.
- 100 years celebrating the 1st radio broadcast from Chelmsford Marconi factory in 1920 by Dame Nellie Melba.
- 400th Anniversary of the Mayflower sailing to the New World
- 300th Anniversary of the Naze Tower
- 600th Anniversary of the Moot Hall, Maldon

What's new in 2020 and beyond

- **The Electric Palace Cinema** in Harwich, one of the oldest purpose-built cinemas to survive with its silent screen, original projection room and façade still intact, re-opens in April/May 2020 after major renovations.
- **Mercury Rising** is an exciting project that will modernise and transform the Mercury's much-loved theatre (in Colchester), safeguarding its future for the whole community. Re-developing the main Foyer, Auditorium, creating a Café, new backstage facilities and making it accessible for all. Will re-open September 2020.
- Over the next few years **Braintree Village** (retail outlet shopping), will be undergo a huge transformation and 'facelift', bringing over 90 fashion, food, beauty and homeware brands together, including a flagship store, and a great choice of restaurants and cafes in stylish, social and relaxing surroundings.

The background of the page is a collage of two images. The top image shows a harbor filled with numerous white and blue boats docked along a muddy bank. The bottom image shows a group of people participating in a mud race, splashing through muddy water. A semi-transparent grey box is overlaid on the top half of the page, containing the event schedule.

Events 2020

4 & 5 April

Chocolate Festival, Cressing Temple

May – Oct

Essex Summer of Art, the county's largest ever festival of visual art. With art trails, open studios, workshops, performances, exhibitions and much more

3 May

Maldon Mud Race - A wacky competition where participants race across 400m of muddy river. The race is shown on TV around the World

30 & 31 May

Discover 2020: 200 years of HMS Beagle - celebrating the 200th anniversary of the ship's launch (which also took Darwin around the World), The Freight House, Rochford

5th – 21st June

Southend Festival of Arts - music, comedy, art, literature and theatre

11 – 12 July

Essex Summer Food and Drink Festival - Held at Cressing Temple is the county's ultimate foodie show with tastings, shopping and cooking demonstrations from celebrity chefs

27 - 28 Aug

Clacton Airshow – 2020 celebrates 29 years of flying! The seafronts are transformed into a fun-filled event site and viewing area for impressive aerobatic displays. Evening flying too

8 – 12 Sept

189th British Science Festival, Chelmsford

27 & 28 Nov

Illuminate Festival Harwich

PR Information

Vision statement

We will position Essex as a desirable, accessible year-round destination for visitors and residents; the last undiscovered English gem

Key Marketing objectives

- Encourage short breaks to Essex
- Challenge negative perceptions and replace with positive ones
- Raise the destination profile of the whole 'Visitor Offer'
- Position the offer by developing an Essex 'sense of place'

PR Contact and resources

All Media inquiries to:

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