



Overview

Maldon District Council is committed to providing high quality parks and open spaces throughout the district. Promenade Park, (or The Prom as it is affectionately known) is an important recreation facility and attraction for the town and district with over 500,000 annual visits. The council is committed to retain and enhance Promenade Park as the flagship leisure and recreational resource for the town and wider district and to be a focus of civic pride.

The aim of this Management Plan is to set out our vision for the park and outline how Maldon District Council will maintain and manage Promenade Park in the short to medium term (two to five years). This approach will create a framework to support decision making and delivery of the Councils other policies and strategies, such as our Commercial Strategy, Events Strategy and our Strategic Assets Strategy.

The Plan has been written as a working document to ensure that Promenade Park continues to be maintained and enhanced to meet the needs and expectations of the local community and visitors to the area. However, it will also form the foundations for a future Strategic Plan that will set out the longer-term vision and aims for the Promenade Park. This approach ensures that the public and stakeholders are fully engaged with any longer-term vision, whilst ensuring that the Council is being transparent about, and accountable for, its short to medium term management of Promenade Park.

The Management Plan reflects Maldon District Council wishes to have a robust evidence-based plan to enable the authority to set out park-wide policies as well as informing management and operational decision moving forward.

Specifically, the Plan:

- Provides a commentary on its current position
- Sets out a clear vision and objectives for the park
- Outlines a plan of action which will be informed through our public consultation
- Establishes operational parameters to ensure continuity and capacity

Access to parks and green spaces has a number of direct and indirect social and economic impacts on localities. Parks and open spaces are associated with health and wellbeing at the community level, including satisfaction with ‘place’, increased cohesion and interaction¹. Increasing access to leisure and sports facilities for residents can also have much wider positive impacts in terms of quality of life, reduced NHS use and productivity gains.

The Management Plan sets out how this can be achieved through the development of key projects, best practise, operational management and commercial focus.

The Management Plan is set out as follows:

Where are we now?

- Introduction
- Strategic context
- Site description and analysis
- Existing management and maintenance

Where do we want to get to?

- Community engagement
- Our Vision
- Objectives and Priorities

How will we get there?

- Action Plan
- Governance, Monitoring and Review



The Management Plan is a reference point for all who have an interest in the park and its future. The Management Plan has been written to cover a period of up to 5 years from April 2025 but will be updated and reviewed on an annual basis. The Management Plan will also set the foundations to inform a new longer-term Strategic Plan, which will be developed as part of the Councils Culture and Heritage Strategy.

¹ CABE, 2015

Part 1: Where are we now



1. Introduction

Promenade Park has been a place of peace for the people of Maldon for well over a century.

Promenade Park is a popular and cherished area of open space in Maldon. The Park is of important historical significance to the town; it is an important social and environmental amenity both locally and regionally and is an important economic asset to Maldon. Together with Hythe Quay, Promenade Park is Maldon's major tourist attraction.

The Park covers 28 hectares, stretching from an undesignated area to the south, (which lies between the Park and Northey Island, owned and managed by the National Trust) to Hythe Quay and Maldon Town centre to the north and is bounded to the east by the unbroken river frontage of the Blackwater Estuary.

From important wildlife sanctuary, to local sporting clubs and popular tourist concessions located within the Park, to hosting music and sports events, Promenade Park offers a unique diversity and has a beautiful "something for everyone" vibe.

Timeline

The idea of having a public park along the banks of the river where people could go for a leisurely stroll or "promenade" by the water had first been suggested in 1887, but it wasn't until 1894 that the Mayor, Alderman Edward A Fitch, finally approved the project, and a mortgage was obtained to purchase 14 acres of ground.

Promenade Park opened to great fanfare on 26 June 1895, at a grand opening ceremony. Initial work to create the park included the imposing wrought iron gates set in brick pillars, which still mark the main pedestrian access to the park from Mill Road. Since its opening, the Park has continued to evolve to meet the needs of the local community and visitors to the town.



Promenade Park Timeline



Maldon District Council continues to invest in the park. "The Prom" continues to evolve, but at its heart it has the same purpose as it did back in 1895, to provide a beautiful, peaceful and safe place for the people of Maldon and visitors to enjoy fresh air and nature.

2. Strategic Context

The Management Plan for Promenade Park aligns with the council's corporate vision and objectives, with a focus on its management and maintenance over the short-term (two years) and provides objectives and actions that will be delivered to support this plan over the medium-term (2-5 years).

Significantly, the vision and objectives have been developed to create a Framework, enabling other Policies and Strategies to feed into, whilst supporting the delivery of the Councils' wider strategic objectives.

The Management Plan will provide the foundations for the creation longer-term strategic vision, for the next ten years and beyond. This Strategic Vision will be developed through the Councils proposed Culture and Heritage Strategy, recognising that whilst the council needs a short to medium term Management Plan, it also needs a longer-term vision to set out its longer-term aspirations for Promenade Park.

The Development of a longer term vision through a Culture and Heritage Strategy plan will involve comprehensive engagement with the public and stakeholders and will in turn help to inform the Management Plan, particularly relating to larger, more strategic projects that are likely to require a significant level of investment.

The specific activities and projects that are being delivered at Prom Park through our key Strategies are referenced in the Action Plan at Section 8.

i. Maldon District Council Corporate Plan

The **Maldon District Council Corporate Plan (2025-28)** puts quality of life at the heart of everything the Council does and sets out its priorities focusing on improving services and outcomes to help promote the district as a great place to work, live and enjoy.

The current priorities are:

- Supporting our communities
- Investing in our District
- Growing our Economy
- Protecting our Environment
- Delivering good quality services

Promenade Park directly contributes to the delivery of each priority and specifically as a resource to help deliver the key aim of improving quality of life.



ii. Maldon and Heybridge Central Area Masterplan

The adopted **Maldon and Heybridge Central Area Masterplan Supplementary Planning Document (CAMP)** places Promenade Park into the Leisure Quarter along with Hythe Quay and the Blackwater Leisure complex. CAMP recognises that the Leisure Quarter and in particular Promenade Park, is the most visited place in the District and seeks to manage the competing demands on the park through a managed approach.

Promenade Park plays a key role in forming a green lung creating a break from the urban, built fabric of the town, contributing significantly to flood risk management and biodiversity.

The spatial vision for the District sets out the importance of protecting the unique heritage and countryside, specifically its designated sites, internationally important wildlife, estuarine environment and unique heritage.



The park contains many cultural, heritage and leisure features which are a major draw and make the place a unique and interesting place. Some of the key priorities set out in the CAMP which this Management Plan helps to deliver include:

- Commitment to maintaining formal and informal open spaces, sports pitches, leisure and recreational facilities,
- Improving the links between Promenade Park and the town centre, specifically through public realm improvements,
- Increased leisure provision, including café / catering,
- Improving the green infrastructure and linking key assets through walking, cycling or other sustainable modes of transport,
- Effective car park management and usage.

The CAMP picks up upon ‘Car Parking and Traffic Management’ within the whole town and especially within the Leisure Quarter where Prom Park’s car park is over utilised in the Summer months and empty in winter months. CAMP seeks an all year round use of the park and daytime and night time attractions. It also encourages ‘park and ride’ and ‘park and stride’ in Prom Park Car Park to encourage the wider use of the High Street and take the pressure from the main

town centre car parks. This is an important ‘management’ theme of the park.

The Promenade Park Management Plan is Project 16 in the Maldon and Heybridge Central Area Masterplan Supplementary Planning Documents SPD, Maldon District Council MDC, 2017:

The Masterplan SPD is economically driven to regenerate the district’s main employment area at The Causeway, to retain the retail function of Maldon’s High Street and promote the Leisure Quarter as a destination of choice for tourism and supporting the local economy

Section 8 sets out the actions that directly support the delivery of this key supplementary planning document.

iii. Commercial Strategy

The Management Plan recognises the financial pressures on the authority, which means being commercially driven and making assets work better whilst at the same time improving quality of life and social value, which is particularly relevant to the park to ensure that it remains sustainable.

The visitor economy plays a huge part in the Maldon District, contributing £220 million value in 2019, prior to the pandemic². The park is an iconic tourist destination with a mix of traditional and modern features and a balance of commercial and free attractions for visitors. Council projections estimate that the park contributes over £7 million to the local economy annually³. It is the district’s key events space, generating in excess of £710,000⁴ for the local economy from a range of events. It is important that the park continues to offer the that same balance in the future, in order to maintain the tradition of the park for future generations.

iv. Events and Concessions Strategy

The Events and Concessions Strategy set an ambition for **Maldon District to become one of the top coastal destinations in Essex for events and concessions, providing exciting and enjoyable experiences**. For local communities, events provide recreational opportunities that help to build a cohesive, healthy, and active community. For the Council, events are a key part of delivering outcomes in terms of its commercial income, its support to local businesses by creating opportunities, and optimisation for our green spaces and their use for the community including supporting health and wellbeing of our residents.

²The Economic Impact of Tourism report 2019

³Report to Central Area Planning Committee, Nov 2022

⁴Events Impact 2023

Promenade Park in Maldon is a key asset in terms of delivering the Events and Concessions strategy. The park and its attractions, including events, have a long and proud history and a place in people's hearts.

This strategy aims to strengthen and build on that history and heritage whilst recognising the need for the Council to have a commercial approach, to support local businesses, to create new and exciting opportunities, whilst respecting the history of its parks and open spaces.

This strategy recognises the need for environmentally sensitive development to make sure these assets are enhanced and evolved, to be enjoyed by both the current and future generations.

Promenade Park will be promoted for events of:

- Civic importance,
- events that promote Maldon District regionally, nationally, or internationally and
- events that are of wide-ranging interest.

As Maldon District's principal venue for large scale outdoor events, Promenade Park will host a programme of events each year.

Temporary concessions present another opportunity within our venues to increase visitor numbers and spend within the local community. This will increase choice to customers, but consideration will be given to not creating an overly competitive environment for existing businesses from new offers to our parks and open spaces.

Where possible, temporary food and drink concessions should deliver a range of healthy options and promote local produce and businesses.

Recyclable materials for food/drink distribution should always be used.

Concessions will be limited in number each year, and these would be reviewed on an annual basis based on previous year's feedback and performance.

v. Asset Management Strategy

Maldon District Council's Asset Management Strategy sets the strategic framework for the Council's estate operations, over the next five years. It is intended to guide future decisions regarding the strategic needs of the Council concerning the acquisition, use and disposal of estate assets (property and land) and to ensure that the assets are fit for purpose, efficient and financially viable. The Strategy sets out the governance approach that will support decision

making for both new initiatives and day to day management of the estate, with the Council's Strategic Asset Working Group having key involvement

The aim is "To ensure that the Council's assets continue to meet its own strategic, operational, and financial objectives, as well as those of its partners, residents and visitors, through optimising asset performance, sustainability, and cost effectiveness across its estate."

Oversight of the Strategy and its delivery is achieved through the Council's Strategic Assets Working Group which is made up of 12 Members appointed by the Council, which will also oversee the delivery of the Promenade Park Management Plan.

vi. Climate Action Strategy

The Council supports the creation of low carbon communities and is striving to be more energy efficient. As a response to the ongoing climate crisis, a Climate Action Strategy has been developed by the Council.

The Council has set an aspiration to be to be a carbon neutral District by 2030 and ensure that all our strategic decisions, budgets and approaches to planning and regulatory decisions are in line with a shift to net-zero carbon by 2030

The Council is committed to take action to deliver the following Climate Action Pledges and will work with communities, businesses, local and national partners to take action by 2030:

Pledge 1 - Kick the car habit

Pledge 2 - Create less waste

Pledge 3 - Show Nature we Care

Pledge 4 - Be a Council that leads by example

Pledge 5 - Develop a strong policy commitment to Climate Action

The Promenade Park and the way it is managed will directly support these pledges

3. Site Description and Analysis

Promenade Park is owned and managed by Maldon District Council, who work with the community, users and other stakeholders to ensure its effective operation, and through this plan aim the Council aims to build on that engagement. The Park enjoys a unique riverside setting, adjacent to the historic Hythe Quay and close to the town centre. It forms a link between the town's commercial and residential areas, new sports and leisure facilities, the Dengie Peninsular and wider countryside via public footpaths along the sea wall.

An iconic tourist destination rich in heritage, Promenade Park today has a mix of both traditional and modern features, as well as a balance of commercial and free attractions available for all.

- ZONE 1**
Formal + Historic part of park
Includes informal recreational pursuits event field, Lake, Stage, Amphitheatre, Museum, Children's playground, Pétanque Terrain, Formal gardens, Maze, Wildlife garden, outdoor table tennis table, toilets and coach park.

- ZONE 2**
Sports fields
Facilities for cricket, football, tennis and lawn bowls inc. changing facilities and a picnic area. The parks depot is also included in this area.

- ZONE 3**
Centre of the park
Food outlets, Splash park, Adventure Golf, Galleon, Model Boat lake and the Byrthnoth Statue. The parks main toilet block, petting Zoo, information and First Aid point is also sited here.

- ZONE 4**
Carparking + grassland
Winter carparking, Skate park, BMX track + grassland (used for summer carparking), the Delph Ditch channel and Millennium Wood.

Park Zones

The Central Area Master Plan designates Promenade Park within the Leisure Quarter, and identified four uses zones:



Use categories

Formal recreation with the Park falls into four main categories.



1. Free to use facilities maintained and operated by Maldon District Council

- The Museum (Partner operates this)
- Children's playground
- Formal bed(s)
- Wildlife area
- Pétanque terrain
- Boating lake
- Toilets
- The Galleon
- BMX and skate park
- Outdoor table tennis table



2. Pay to use facilities maintained and operated by Maldon District Council

- Beach huts
- Occasional events such as pop concerts and rallies
- Car Parking



3. Third party concessions:

- Splash Park (operated on behalf of the Council)
- The various food outlets
- Petting Zoo
- Pirates Bay Adventure Golf
- Deckchairs



4. Other tenants which are self-managed

- Cricket club
- Football club
- Tennis Club
- Sailing club
- Scouts
- Sea Cadets

Key information about Promenade Park

Car Parking

Because there are no rail services to Maldon, most visitors from outside Maldon travel by car. As a result, large areas of the Park are given over to car parking particularly during Spring and Summer months. The Prom Park has 1500 car spaces, with an additional 37 spaces within the adjacent Coach Park. During 2023/24, there were nearly 170,000 tickets sold in our car parks in Promenade Park. The peak months of July and August saw the highest numbers of visitors, however, there remains regular usage of the car parks throughout the year.

The Prom Park Car Parks are heavily used during the summer, and parking for Events creates additional demand and pressures. The Council has been working with partners to explore opportunities for overflow car parking for Events, and to manage the associated traffic flow.

Promenade Park represents an important space for leisure and recreation. In addition to its facilities and features, the Park makes a valuable contribution to the social, economic and environment well-being of the district, particularly in the following areas:

Health and Wellbeing

Promenade Park provides an abundance of leisure and recreation facilities within a green space setting close to the town centre and adjacent to an historic river. As well as being an important visitor attraction, the Park acts as the town's green lung and an important space for dog walking, jogging, walking, planned sports activities and ad hoc sports. There are benches for users to seat and rest as well as a numbers of food and drink offerings to stop and chat. The open spaces encourage walking and play while peaceful areas offer the opportunity for reflection.

All this offers a unique opportunity for those using the park to improve their overall health and well-being with a wider positive of having significant green infrastructure offsetting the urban townscape of Maldon and Heybridge.

The Prom provides space and facilities to a number of community and voluntary run sports and leisure groups, which the Council continues to engage with and support.

It has invested significantly, both through capital investment and external funding, to deliver additional facilities, including upgrades and replacement of play sites, and improvements to Skatepark and BMX facilities.



Biodiversity, Flora, fauna and Nature Conservation

In June 2024 the Councils Biodiversity Report 2024-26 was approved setting out what Council currently does to conserve and enhance biodiversity as part of its functions and sets out how the Council will meet the new challenges posed by the Environment Act 2021.

In respect of biodiversity the Council will build on its existing policies, partnerships and actions setting out a clear strategy for going forward that will maximise the benefits for biodiversity within the resources and influence available to the Council. Our management of Promenade Park reflects the commitments we have made within the Biodiversity Report and the action plan.

There are some areas of the Park, which through sympathetic management, have developed into important areas for wildlife. Across the Park there are almost 1,000 trees and shrubs of more than 65 different species. These trees give the Park a unique and changing character throughout the seasons. As well as being attractive to look at, they also clean and cool the air, absorb noise and provide food, safe havens and corridors for much of the Park's wildlife.



The adjacent Blackwater Estuary is an important wildlife site and is a nationally protected Ramsar Conservation Designations for Wetlands Site (RAMSAR), Special Area of Conservation (SAC), Special Protection Area (SPAR) and Special Site of Scientific Interest (SSSI). This puts some limitations on what can be done within and adjacent to the estuary, but it still provides a range of boating and leisure opportunities which can be accessed from Promenade Park.

Climate Change

Our management of Promenade Park directly supports the Councils Climate Action Strategy pledges, and specifically the pledge of “Show Nature we care”.

The management of our tree stock and the planting of more trees all help to reduce carbon pollution.

Rewilding in the park supports biodiversity, and help to encourage species diversification in both flora and insect populations. We are making every effort to reduce grass cutting wherever possible across the park to support biodiversity and encourage both flora and insect populations.

We have introduced an electric utility vehicle for the use in the park and will consider electric vehicle options for all vehicles in need of replacement.

We are exploring options for introducing electric vehicle charging at the Promenade Park, as well as all other Council owned car parks

Local economy

The Park has a significant impact on the economic and social life of Maldon and the wider district. The Park is an important visitor attraction and offers access to Hythe Quay as well as access to the Town centre. This offers visitors to the park an opportunity to support the local businesses in the park itself or to use the local shops and restaurants in the town centre. With ample parking available within the park, it offers user of the park an opportunity to visit other locations in the area. It is a key location in delivering a programme of events throughout the year.

The Park has a significant impact on the socioeconomics of Maldon and the wider district. It is an important visitor attraction with access to Hythe Quay as well as the Town centre. With ample parking available, it offers users an opportunity to support the local businesses in The Park itself, or to use the local shops and restaurants in the town centre. It is a key location in delivering a programme of free and paid for events throughout the year.

Volunteering

The Council are keen to encourage and support volunteering, including across its parks and open spaces.

It specifically recognises the importance and influence that Volunteering in the Promenade Park could bring and have already engaged with the District Community Voluntary Service Development of a high-level volunteering framework to include:

- Quality standard statement
- Commitment to safeguarding, safer recruitment and safety
- Commitment to equality, diversity and inclusion
- Partnership working and asset-based approach
- Partner agreement expectations and parameters
- Code of conducts and expected behaviours

There will be consultation on draft framework and support to embed with existing partners.

Health and Safety

The Council has a strong emphasis on health and safety across of all its parks and open spaces. This includes protecting the safety of the public using the Prom Park, as well as ensuring safe practices of our staff working the in the Park.

We have made a number of investments in the Park, including CCTV, and have further improvements planned which are included in the action plan at pages 25 to 31.

Our staff are required to comply with our robust policies and work practices, and all of operators, including our tenants, concessions and event organisers are required to have robust health and safety arrangements in place.



4. Existing Management and Maintenance

Management and Staffing

The Council is committed to satisfying the needs of all members of our community, ensuring Promenade Park meet current and changing demands, particularly through effective management and maintenance. The day-to-day management of the park is the responsibility of our Countryside and Coast team.

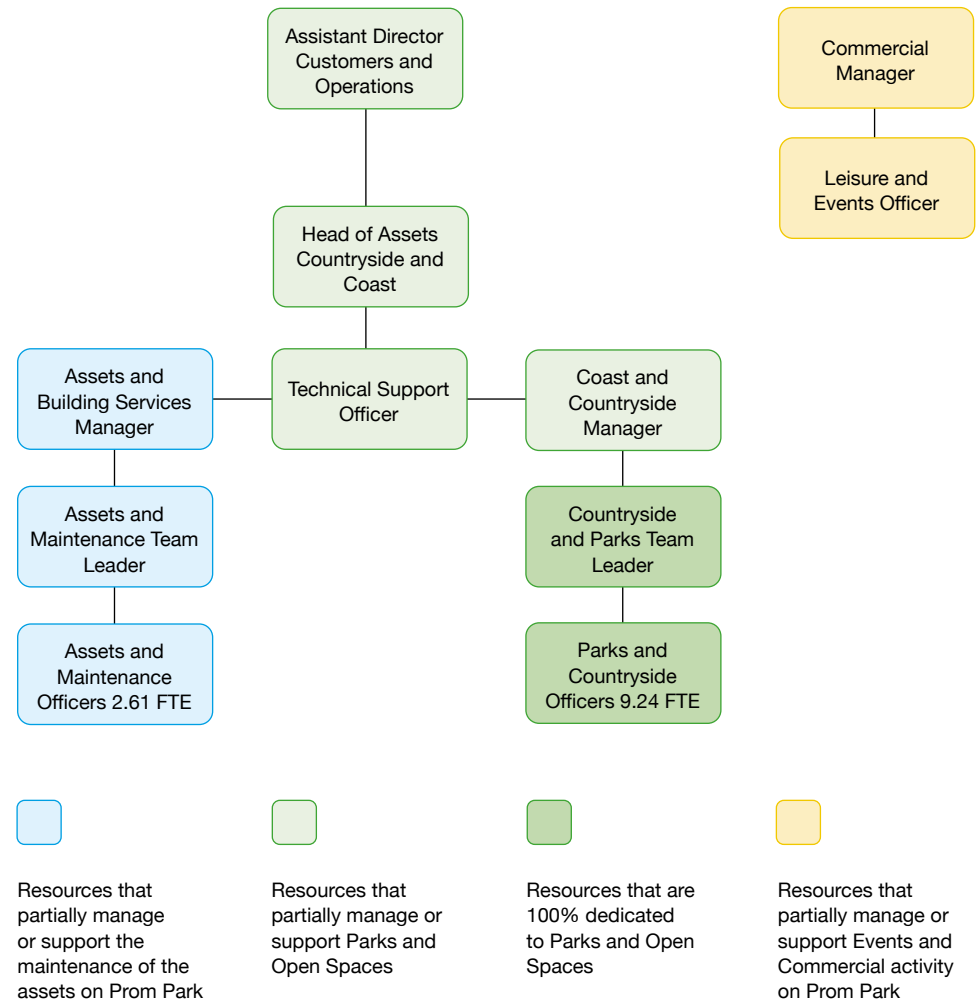
We are proud to maintain the park to a good level for our residents and visitors to enjoy. Currently, Promenade Park is used as a base location for 9 x park operatives including the team leader of that team. These staff are responsible for maintaining not only Promenade Park but a range of other parks and open spaces across the district. Our Parks staff keep the Prom Park looking clean and tidy and duties typically involve litter clearance, litter bin emptying, grass cutting, hedge cutting, strimming and any other activities required to keep the park looking at its best. The Parks staff are also frontline representatives and are the face-to-face ambassadors of the council.

The Parks staff work 7 days a week including bank holidays, Christmas and New Year, these members of staff are the eyes and ears of the Council, reporting incidents and overseeing the general health and wellbeing of those using the facilities. The team are responsible for maintaining not only Promenade Park but a range of other parks and open spaces across the district.

The depot area of the park is host to a number of external buildings and garages. Changing facilities and a shower along with toilets and a rest area for staff are available to use. The site includes a large glass house which is predominantly used more for storage than its intended purpose.

Within the depot are a number of different areas for recycling and re-using of materials.

Our Team



Maintenance programme

Grass, Shrubs and Flowerbeds

Most of the grass in the park is cut approximately every 10 working days from April to September, although some areas, for example sports pitches are cut on a weekly basis. With the impact of climate change these frequencies remain flexible. The grass cutting season is extending with grass cutting starting much earlier than in previous years and grass still growing much later in the season.

Shrubs

Shrub maintenance frequency, any encroachment is dealt with as and when required, general pruning takes place from October – March.

Hedges

Hedge maintenance frequency, the aim is for this to take place twice per year, generally in June and September.

Tree works

The Council undertakes a programme of tree surveys, and tree maintenance work. The tree maintenance and tree planting work are generally carried out during Autumn and Winter months.

Play site inspections

Play-site inspections are carried out once per week by our accredited staff to ensure any repairs or defects are dealt with to ensure our play sites remain safe for children to use.

Litter

The frequency of litter bin emptying is generally daily however this can take place twice daily at weekends, bank holidays and school holiday periods.

Dog fouling bins are emptied approximately three times per week on a Monday, Wednesday and Friday.

Litter picking is carried out twice a day on average throughout the winter months, this can be carried out continuously during the summertime. The weekend attendant carries out litter picking all day.

Maintenance

There is regular maintenance carried out on the Promenade Park, which has more recently included the following areas

- Splash Park
- Paths and road (improvements and new)
- Amphitheatre
- Beach Huts
- Play sites, and play site surfaces
- Tree maintenance
- Drainage works
- Hardstanding in car parks Increased lighting

Part 2: Where do we want to get to?



5. Community engagement

The Council were keen to seek the views of all the users of the Prom, to help understand more about what is important to them, and to help inform the priorities for the Prom. To achieve this the Public were requested to complete a survey which was available online and also in paper format.

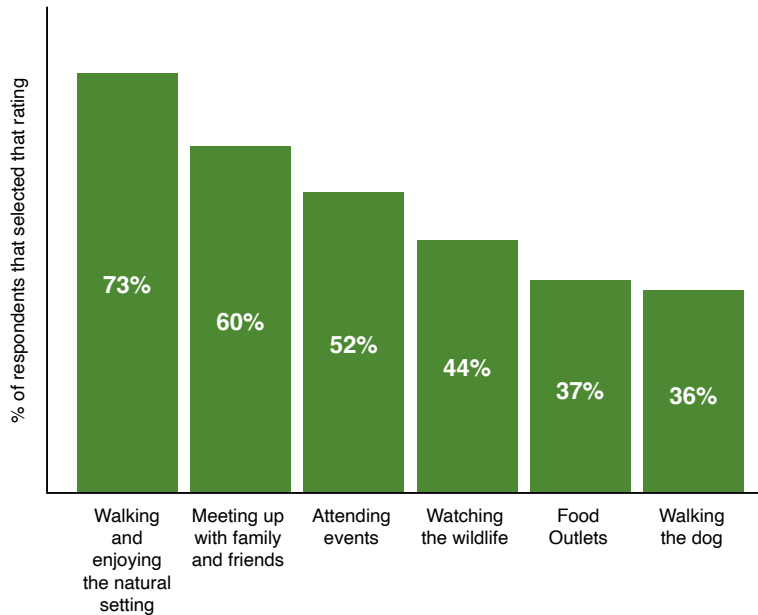
The survey was undertaken from 31 October 2024 to 2 January 2025. To make it as easy as possible for residents and visitors to take part, posters with a QR code were prominently displayed in the Prom Park, and officers were also available to assist with completion.

In total we received 432 responses, and the feedback has been used to inform our action plan in Part 3.

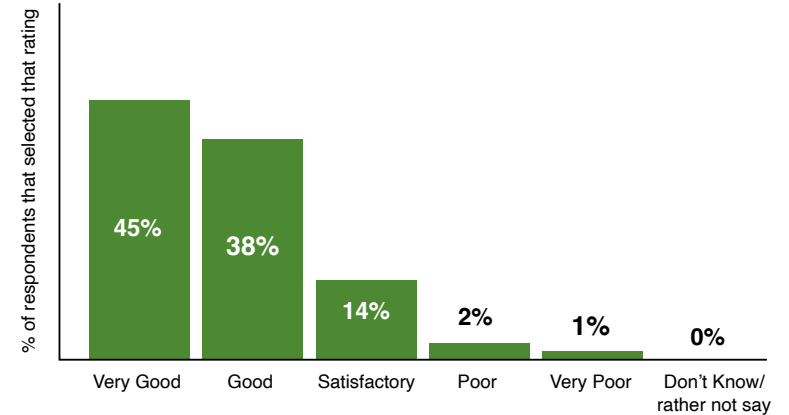
The key information we established from the survey was as follows:

Reasons for using Prom Park

(users could select more than one option)

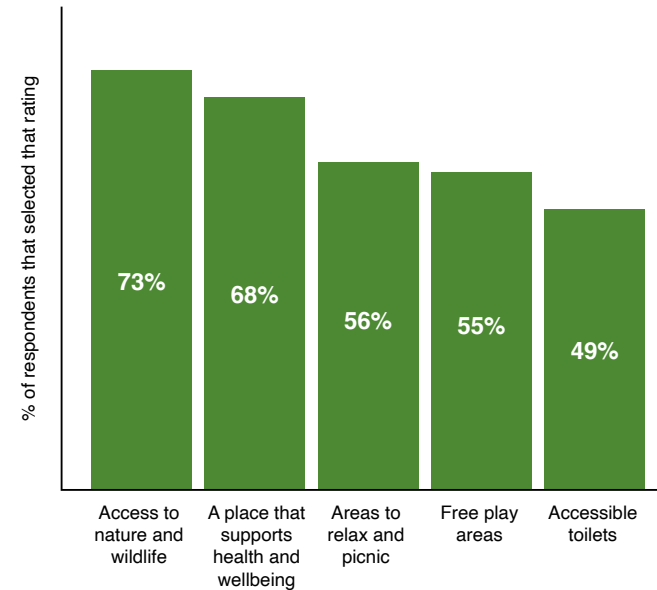


How would you rate Prom Park overall?



What do you think are the most important parts of Prom Park?

(users could select more than one option)





The public also submitted a number of comments with a general theme of the importance of balancing the use and function of the park as a community space to relax and visit and providing quality amenities and events for all.

The comments also generally reinforce the responses to other questions in the survey, such as

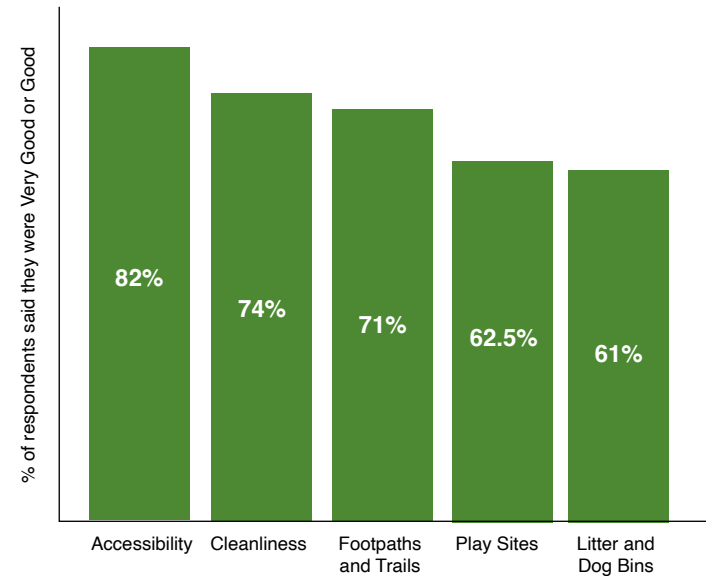
- Increased seating,
- More covered areas so that the park can become an all-weather facility for the town.
- Nature trail
- Specific themes from the comments include
- The importance of getting the basics right,
 - Keeping the toilets clean and tidy
 - Emptying bins on a regular basis
 - Keeping car parking charges to a minimum

Some other comments included

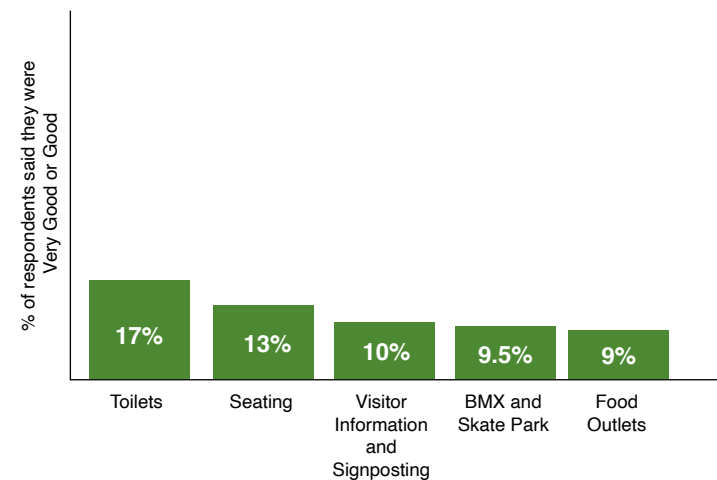
- Resurrecting the lake as a swimming pool.
- Keeping Dogs on a Lead

The overwhelming comments were positive demonstrating pride in the park.

Rating of Facilities – Top 5



Rating of Facilities – Lowest 5



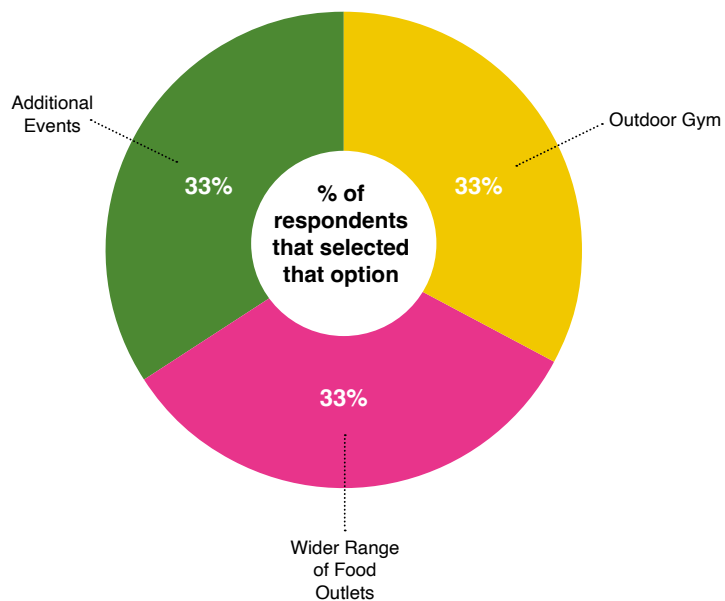
Is there anything you would not like introduced in the park?

The responses identified 3 key themes that the public did not wish to see introduced, or see more of:

- 1 Paid for activities
- 2 Events (particularly noisy ones)
- 3 Fast Food outlets (particularly high street chains/ vendors from outside the District)

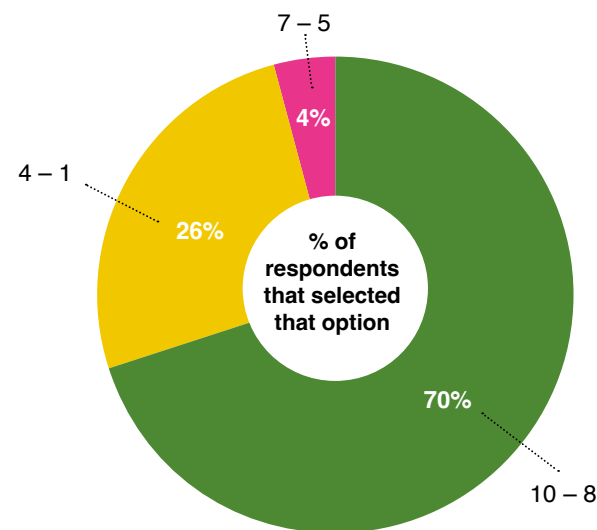
What improvements would you like to see at Prom Park?

(users could select more than one option)

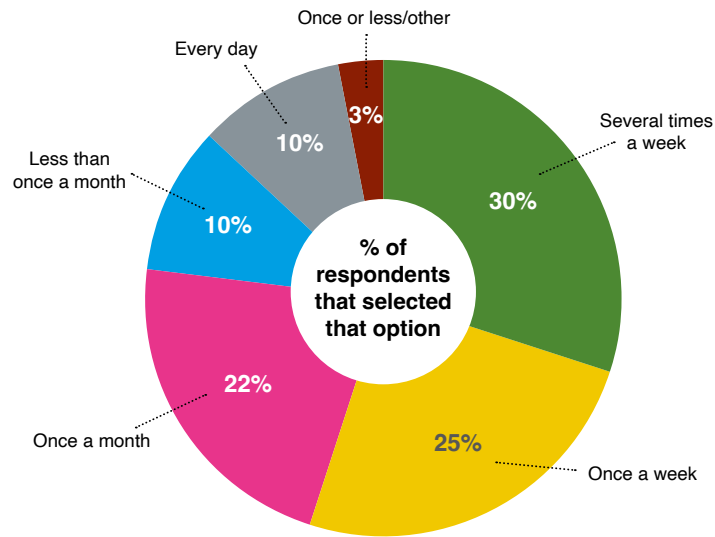


How do you rate the impact that your visits to Prom Park have on improving you and your family's quality of life?

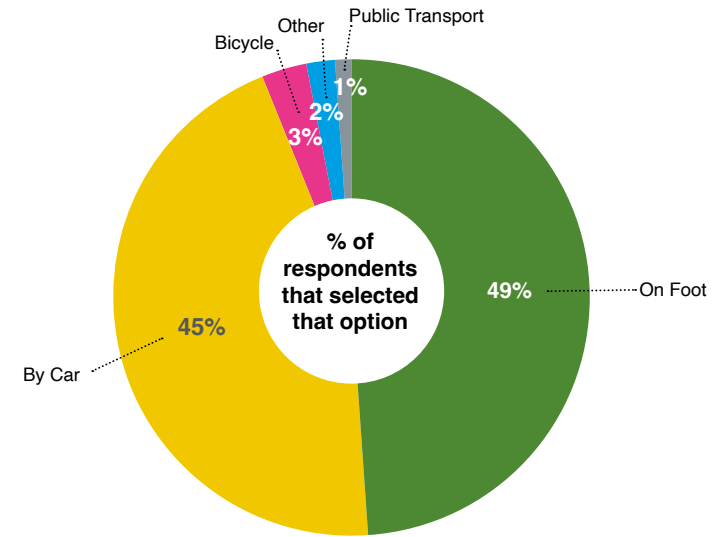
10 Highest rating – 1 Lowest rating



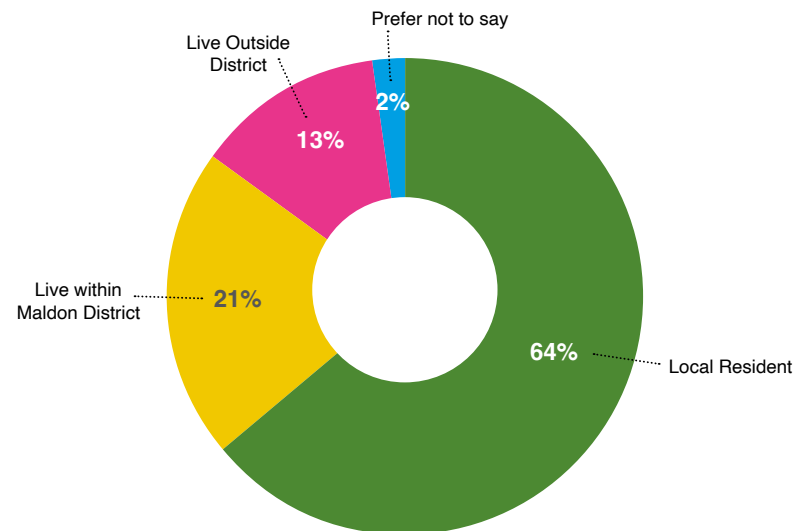
In the last 12 months, how often have you visited Prom Park?



How do you usually travel to the park?



Where did you travel from?



Project/ activities which will specifically support public feedback and which have been included within the Action Plan in Part 3. Of the plan

- i. **Food outlets are in top 5 of things that public come to Prom Park for, and a wider range of food outlets appear in the top 3 improvements the public would like to see, but more fast food is something that the public did not want more of**

Planned actions:

- Food Court (Commercial Strategy)
- Encouraging wider choice of healthy eating options,
- Agree a suitable material and colour palette for any new facilities or furnishings within the park going forward, including kiosks.

- ii. **Meeting up with Family and Friends is 2nd highest thing that public come to Prom Park for, Areas to relax and picnic 3rd most important part of Prom Park, and reference to seating in feedback, and seating has 2nd lowest score for facilities**

Planned actions:

- Improve/ increase seating and picnic facilities

- iii. **Top three improvements public would like to see: Additional Events, Outdoor Gym, Wider Range of Food Outlets**

Planned actions:

- Additional Events – The Events strategy reflects a programme of activities planned each year. Additional customer engagement will be required to establish more information about the type of events that the public would like to see, as whilst there is a clear indication that the public would like more events, equally the responses indicate the public do not want more commercial/ noisy events. This highlights the need to balance the needs of all Prom Park users and residents and will be a key consideration when considering any future events.
- Outdoor Gym – Council is exploring a trial day to gauge customer interest and if successful will look at funding options to deliver
- Wider range of food outlets – this is being delivered at (i) above



6. Our Vision

Maldon District Council is committed to providing safe, well-maintained, diverse and vibrant quality parks across the district.

We are committed to ensure that Promenade Park will always be a safe, accessible, wildlife rich environment to support the health and wellbeing of visitors and local people.



“Balancing Community, Nature, Wellbeing and Adventure”

Our vision is to manage and maintain Promenade Park as a premier recreation and leisure site in Maldon District, which blends the nostalgia of the past with the freshness and relevance of the present.

Promenade Park is a space where people, families and communities can escape the pressures of everyday life, immerse themselves in nature and enjoy the fresh air that the views over the Blackwater estuary naturally provide.

It is the premier park for the people of Maldon and South Essex and an outstanding venue of regional significance for active recreation, formal sport, events and culture as well as a place for informal relaxation and reflection within an outstanding natural environment.

Promenade Park will make a positive contribution to people’s health and wellbeing offering a clean, safe and accessible environment and will be an essential stop for visitors and contribute to the district’s reputation for staging quality outdoor events.

The park will be managed in a sustainable and efficient manner which conserves and protects its asset and natural landscape and allows residents and visitors to safely enjoy a range of facilities and historic features in a unique riverside location next to the town centre. All our policies, management practices and operations accord with sustainable principles.

7. Objectives and Priorities

Management Plan Objectives

The Management Plan aims to ensure that Promenade Park is managed, developed and maintained to a good standard that serves a wide range of functions for the local community and visitors.

The Green Flag Award is the national benchmark standard for publicly accessible parks and green space in the United Kingdom and now internationally. The longer-term strategy for Promenade Park will include an assessment as to whether the Park applies for the Green Flag. The criteria for the Green Flag Award align with the council's approach to its management and policies and are also in accordance with other key District plans and programmes.



A Welcoming Place: to make Promenade Park a welcoming place through its visual appearance, range of facilities, standard of maintenance and ease of access

Healthy, Safe and Secure: to ensure that the Park is managed and maintained to a high standard and meets the needs of all users to enjoy healthy activities in safe and secure environment

Well Maintained and Clean: to ensure that the Park is maintained to a high standard, particularly with regards to litter collection and waste management and to provide an enjoyable experience for all visitors

Environmental Management: to ensure that the management and maintenance of the Park is undertaken in an appropriate manner so that environmental impact of these operations is minimised

Biodiversity, Landscape and Heritage: to promote and increase the Biodiversity within Promenade Park and maintain the management standards sympathetic to the Park's origins and historic river frontage

Community Involvement: to consult and work with the community and stakeholders whilst developing Promenade Park

Marketing and Communications: to provide an inclusive approach to the promotion and marketing of the Park and its environment

Management of Park: to provide a co-ordinated approach to the management, maintenance and development of the Park

Short – Medium Term Priorities

Our immediate priorities are to

- (i) Continue to manage and maintain the Park in a cost effective and efficient manner

- (ii) Refresh and up-date core facilities in response to the needs of the local community and visitors to the Park

- (iii) Enhance the ecology and Biodiversity of the Park

- (iv) Improve the promotion and marketing of the Park to visitors and the local community

- (v) Improve community and stakeholder involvement in managing and developing Promenade Park through regular communication, consultation, events and management activities including volunteer's programme

- (vi) Extend income generation through delivery of an annual events programme and concessions management whilst respecting the history and environment of the Park and its open spaces

- (vii) Enhance data collection and intelligence on Park uses, users and audiences.



Part 3: How will we get there



8. Action Plan

The Management Plan will deliver short-term improvements and seek to secure funding to deliver medium term improvements. This management plan will create a framework to enable prioritisation of activities and projects over the next 5 years, and it will help to inform a Promenade Park Development Plan, which will set the longer-term ambition and Strategic direction for the and development of the Prom Park.

We have identified a range of priorities which have been informed by the feedback from our recent consultation.

Short Term/ Medium Term

These are projects/ improvements that will either be

- Delivered within existing resources over the next 2 to 5 years and where funding is in place, or
- Potential improvements/ projects that are subject to funding being available within the next 2 to 5 years.

Larger or Longer-Term Projects

These are projects that will need to be explored through feasibility Studies, and which will require a significant level of investment to deliver. These projects will not be delivered by this Plan, which aims to set the framework for a longer-term development plan setting out the Councils longer term plans and aspirations for the Promenade Park.

In the interim these opportunities will come through our Commercial Strategy, the Heybridge and Maldon Central Area Master Plan and Corporate Plan Priorities.



Short- Medium Term Action Plan – Projects to be delivered

Project number	Title	Funding Source	Project description	PPMP Objective Supported	Short/ Medium Term	Corporate Priority/ Strategy Supported	Delivery Date
1	Replacement of the accessible play site equipment in the secret garden area (Phase 1)	UKSPF	Improved accessible equipment, installed creating an enhanced inclusive play area	<ul style="list-style-type: none"> • A Welcoming Place • Healthy, Safe and Secure • Management of Park 	Short	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District 	Complete
2	Delivery of phase 2 of the Secret Garden	Capital and UKSPF	Completion of phase 2 of the enhancement to this play area, with additional features informed by public consultation	<ul style="list-style-type: none"> • A Welcoming Place • Healthy, Safe and Secure • Management of Park 	Short	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District 	Q4 2025/26
3	Replacement of the Galleon play equipment	Capital	Replacement will enable children of all ages, including children with disabilities can participate in play	<ul style="list-style-type: none"> • A Welcoming Place • Healthy, Safe and Secure • Well Maintained and Clean 	Short	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District 	Complete
4	BMX and skatepark	S106 Capital	Updating BMX and Skatepark facilities	<ul style="list-style-type: none"> • A Welcoming Place • Healthy, Safe and Secure • Well Maintained and Clean • Community Involvement 	Short	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District 	Q2 2025/26
5	Increase range of Healthy Eating Options	No cost	All new concessions/ licences for food provision will be encouraged to offer healthy options	<ul style="list-style-type: none"> • A Welcoming Place • Healthy, Safe and Secure 	Short	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District 	Ongoing
6	Introduce EV Charging points in Promenade Park	Self funding	Work with Essex County Council as part of a wider project to deliver Electric vehicle charging points across Essex	<ul style="list-style-type: none"> • Environmental Management 	Medium	<ul style="list-style-type: none"> • Climate Action Strategy • Investing in our District • Protecting our Environment 	Ongoing – subject to ECC timescale

Project number	Title	Funding Source	Project description	PPMP Objective Supported	Short/ Medium Term	Corporate Priority/ Strategy Supported	Delivery Date
7	Expand use of E V across Parks vehicle Fleet	Capital	Option for replacement of existing vehicles with electric vehicles to be considered for all replacement vehicles	<ul style="list-style-type: none"> Environmental Management 	Short	<ul style="list-style-type: none"> Climate Action Strategy Protecting our Environment 	Ongoing
8	Increase numbers of trees planted in Promenade Park	MDC Revenue and partnership funding	Working with partners to support increasing numbers of trees within Promenade Park	<ul style="list-style-type: none"> Environmental Management Biodiversity, Landscape and Heritage 	Short	<ul style="list-style-type: none"> Climate Action Strategy Protecting our Environment 	Ongoing
9	Maintain our existing tree stock	MDC Revenue funding	Through regular tree surveys and arboricultural work maintain and protect existing tree stock	<ul style="list-style-type: none"> Environmental Management Biodiversity, Landscape and Heritage 	Short	<ul style="list-style-type: none"> Climate Action Strategy Protecting our Environment 	Ongoing
10	New volunteering Framework	MDC Revenue funding	Working with the Maldon and District CVS to implement a Volunteering Framework, to support volunteering	<ul style="list-style-type: none"> Community Involvement Management of Park 	Short	<ul style="list-style-type: none"> Supporting our Communities 	Q3 2025/26
11	Encourage increased volunteering, and wider stakeholder engagement	MDC Revenue funding	Working with our partners to continue to support increased volunteering, including wider engagement with public and stakeholders	<ul style="list-style-type: none"> Community Involvement 	Short	<ul style="list-style-type: none"> Supporting our Communities 	Q4 2025/26
12	Undertake bi-annual surveys of Prom Park users	MDC Revenue funding	Through regular surveys with both the public and stakeholder, we can measure users satisfaction with the Promenade Park and facilities and to inform improvements	<ul style="list-style-type: none"> Community Involvement Management of Park 	Medium	<ul style="list-style-type: none"> Supporting our Communities Delivering Good Quality Services 	Ongoing
13	Implement New Cleaning Contract	MDC Revenue Funding	To improve the standards of the Toilet Cleaning through the new contract, and provide a better experience for the users of the Prom Park	<ul style="list-style-type: none"> Environmental Management Well Maintained and Clean 	Short	<ul style="list-style-type: none"> Protecting our Environment Delivering Good Quality Services 	Q1 2025/26

Project number	Title	Funding Source	Project description	PPMP Objective Supported	Short/ Medium Term	Corporate Priority/ Strategy Supported	Delivery Date
14	Improving safety in the Prom Park – working with young people	MDC/ Maldon Community Safety Partnership (CSP) funding	Through partnership working with the CSP, to deliver projects aimed to improve safety, and reduce anti-social behaviour. Projects to be delivered following engagement with young people, and include potential improvements to Skate park, improved lighting and seating	<ul style="list-style-type: none"> • A Welcoming Place • Healthy, Safe and Secure • Community Involvement 	Short	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District 	Q3 2025/26
15	Improving Safety in Park	MDC Funding	Further improvements to maintain and improve safety related to vehicular access in the park are planned during 2025/26	<ul style="list-style-type: none"> • Healthy, Safe and Secure 	Short	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District 	Q4 2025/26
16	Improving and investing in the Amphitheatre	MDC Funding	Repairs and improvements to ensure the structure remains a prominent focal point in the Promenade Park for many more years to come. The improvements will deliver improved safety features and a more accessible / functional asset for the community to use	<ul style="list-style-type: none"> • A Welcoming Place • Healthy, Safe and Secure • Well Maintained and Clean 	Short	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our Districts 	Q1 2025/26
17	Introduction of cheaper all day Car Parking at Prom	Agreed through fees and Charges and built into annual budget projections	All day Car Park charges reduced from April 2025 to encourage visitors to stay longer, and to encourage parking at Prom and Walking into the High Street	<ul style="list-style-type: none"> • A Welcoming Place 	Short	<ul style="list-style-type: none"> • Heybridge and Maldon Central Area Master Plan • Supporting our Communities • Growing our Economy 	Q1 2025/26
18	Guidance document to support consistency and appropriateness of style of new, or changes to, facilities in the Prom Park	MDC Funding	New guidelines to be developed to support the existing Strategy to provide greater clarity on the style and colour palette for any changes to/ new facilities in the Prom Park to ensure that they are in keeping with existing style, and importantly reflect the heritage of the park	<ul style="list-style-type: none"> • A Welcoming Place • Biodiversity, Landscape and Heritage 	Short	<ul style="list-style-type: none"> • Concessions and Events Strategy • Investing in our District 	Q4 2025/26

Short- Medium Term Action Plan – Potential Projects subject to funding and resource

Project number	Title	Funding Source	Project description	PPMP Objective Supported	Short/ Medium Term	Corporate Priority/ Strategy Supported	Delivery Date
19	Introduction of formally designated Biodiversity Areas (potential project)	To be identified	Inclusion of areas of natural wildlife and wildflower areas within the Prom. Signage to enable public to identify these sites and understand why they remain uncut throughout certain times of the year	<ul style="list-style-type: none"> • Welcoming Place • Biodiversity, Landscape and Heritage 	-	<ul style="list-style-type: none"> • Climate Action Strategy • Protecting our Environment • Investing in our District 	<i>Potential Project</i>
20	Outdoor Gym (potential project)	Subject to feasibility study and funding	To provide outdoor Gym, to increase free facilities available to Prom Park users to increase their Health and Wellbeing. This was one of the top facilities the public would like identified in the 2024 public consultation	<ul style="list-style-type: none"> • A Welcoming Place • Healthy, Safe and Secure • Community Involvement 	-	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District 	<i>Potential Project</i>
21	Increased Event Parking (potential project)	Subject to Feasibility Study	To provide additional off-site car parking to manage increased demand whilst Events are being held at Prom Park, enabling the public to continue to use the Prom, and minimising impact of traffic on to and leaving Prom	<ul style="list-style-type: none"> • Well Maintained and Clean • Community Involvement 	-	<ul style="list-style-type: none"> • Car Park Strategy • Growing our Economy 	<i>Potential Project</i>
22	Improved/ increased seating and picnic benches (potential project)	Subject to funding	This project reflects the clear feedback from Prom Users relating to the importance of seating and picnic facilities	<ul style="list-style-type: none"> • Welcoming Place • Well Maintained and Clean • Community Involvement 	-	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District 	<i>Potential Project</i>
23	Free public Wi-Fi (potential project)	Subject to funding	This would offer an enhanced experience, and would be a way of directing public to our Visit Maldon website to promote our Tourism offer, and encourage them to explore High Street	<ul style="list-style-type: none"> • Welcoming Place 	-	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District 	<i>Potential Project</i>
24	Celebration Pathway (potential project)	Subject to funding	A dedicated pathway in the Prom that will enable the public to purchase a stone which can be engraved as a legacy/ memorial.	<ul style="list-style-type: none"> • Welcoming Place • Management of Park 	-	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District 	<i>Potential Project</i>

Project number	Title	Funding Source	Project description	PPMP Objective Supported	Short/ Medium Term	Corporate Priority/ Strategy Supported	Delivery Date
25	Replacement of litter bins	Subject to funding	Replacement of existing litter bins to improve visitor experience, and reflect survey feedback	<ul style="list-style-type: none"> • Welcoming Place • Well Maintained and Clean • Community Involvement 	-	<ul style="list-style-type: none"> • Delivering good quality services • Supporting our Communities • Investing in our District 	<i>Potential Project</i>
26	Nature Trail (potential project)	Subject to funding	This would support health and wellbeing of all ages and encourage physical and mental wellbeing as well as engagement with nature. This project would support Visitor feedback as being two of the top reasons that Visitors come to Prom Park, and being identified as the most important aspect of the Prom	<ul style="list-style-type: none"> • Biodiversity, Landscape and Heritage • Healthy, Safe and Secure • Community Involvement 	-	<ul style="list-style-type: none"> • Climate Action Strategy • Supporting our Communities • Investing in our District • Protecting our Environment 	<i>Potential Project</i>
27	Refurbishment of Kiosks	Subject to funding	This would support the improvement of the overall experience of park users using the catering facilities as well as improving the look and feel of the area	<ul style="list-style-type: none"> • Welcoming Place • Well Maintained and Clean • Community Involvement 	-	<ul style="list-style-type: none"> • Supporting our Communities • Investing in our District • Growing our Economy 	<i>Potential Project</i>

Longer Term Potential Projects

Project	Purpose	Strategy/ Policy supported
Food Court/ Wider Catering Offer	To offer a wider range of choice to the public, and create improved seating/ dining facilities	Heybridge and Maldon Central Area Master Plan – supporting Increased leisure provision, including café / catering
Visitor Centre/ Destination Hub	To support Maldon as a Tourism destination and to thereby to support the wider economy	Heybridge and Maldon Central Area Master Plan – supporting provision of a Destination Hub

8. Governance, Monitoring and Review

The Strategic Assets Working Group (SAWG) will oversee the Promenade Park Management Plan, reporting into the Strategy and Resources Committee.

An annual report will be produced that will outline progress in delivery of the action plan and recommend the following years plan.

This report will inform the Councils annual budget setting process for both capital and revenue, and also inform the Service Plan for the next year, thus creating a rolling action plan, which is monitored through the service plan, overseen by the SAWG and the Councils Corporate Leadership Team.

Actions which support delivery of the Councils Corporate Plan, or are Key Performance Indicators will also be reported to the Performance, Governance and Audit Committee along with any exceptions from the Service Plans.

Projects will be managed, monitored and progress reported through the Councils Project Management Governance processes.

This approach will provide Promenade Park with a sustainable future, ensure that activities and projects are clearly identified, monitored and funded.





References

(i) Corporate Plan 2025-28

[Our Corporate Plan | Corporate Plan 2025 - 2028 | Maldon District Council](#)

(ii) Maldon and Heybridge Central Area Master Plan 2017

[Maldon and Heybridge central area masterplan | Maldon and Heybridge central area masterplan | Maldon District Council](#)

(iii) Events and Concession Strategy 2023-28

[Events Strategy](#)

(iv) Climate Action Strategy

[Climate Action Strategy | Maldon District Council](#)

Acknowledgement: Thank you to Stephen P. Nunn for his consultation on the Heritage of Promenade Park and the Maldon area and use of photography.