

Promenade Park Amphitheatre

Brief for Mural

02/10/2026

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'Where Quality of Life Matters'



MALDON
DISTRICT COUNCIL

Promenade Park Amphitheatre Mural

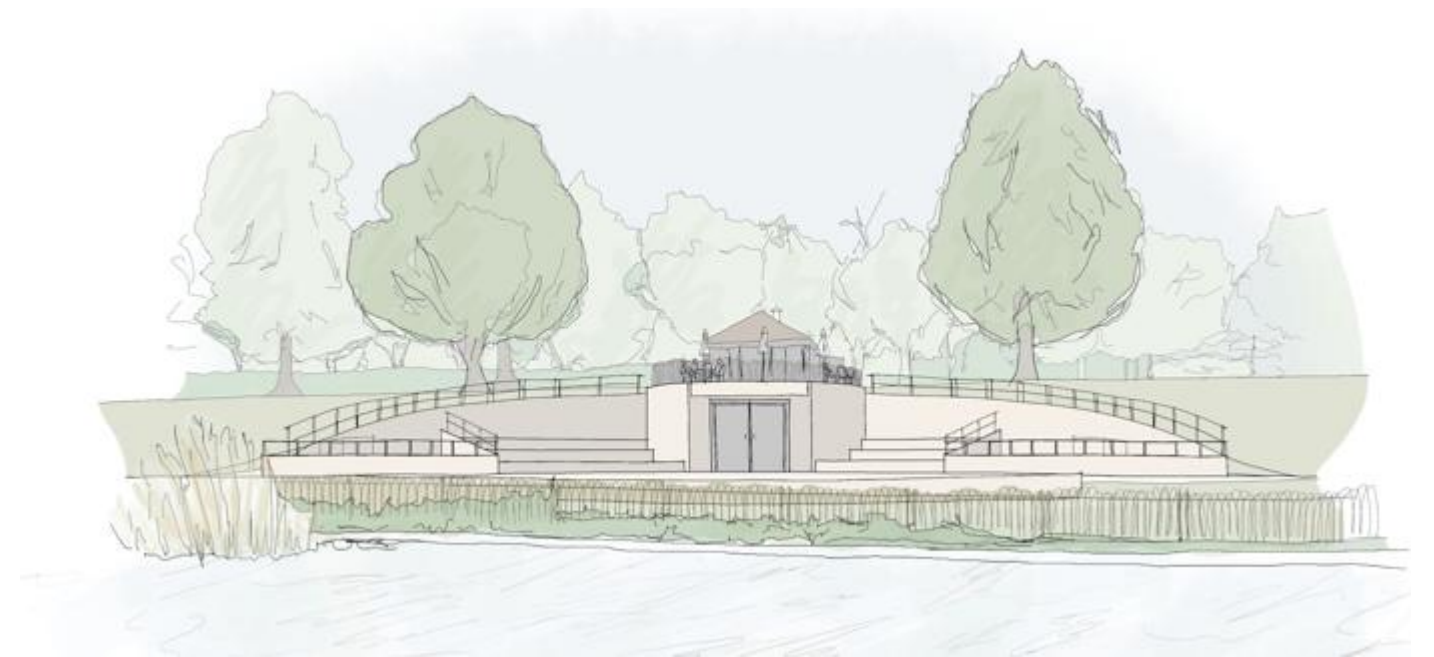
Introduction and context:

Promenade Park is an extremely popular Edwardian park in Maldon Essex which attracts thousands of visitors each year due to its range of activities and its position beside the River Blackwater.

The parks Amphitheatre has recently undergone renovation, so its curved walls are currently plain. This project is to paint a mural which will celebrate Maldon District and in doing so create a public art piece which will both inspire and uplift those who view it - whilst also complimenting the parks natural surroundings.

Situated in a prime location overlooking the 'Marine Lake', the mural will be positioned in the centre of the Park and oversee the river beyond. The amphitheatre walls are approximately 20m in length and approx.2m in height and presents opportunity for a mural to be painted across the walls in one piece, in two sections or as a triptych due to the three sections of wall (central pump room and two seating areas to either side).

Members have preferences which range from simple text-only prose to visually complex image-only designs so as a Council we are open to the designers' proposals to what is felt most suitable here.



Promenade Park Amphitheatre Mural

Objective:

To paint a permanent Mural along the back walls of the Amphitheatre at Promenade Park, Maldon for completion by **31st May 2027**.

Mural should aim to:

- Engage our local residents and passers-by with public art
- Create a local landmark
- Positively celebrate Maldon District - this can be at the Artists discretion how this interpreted but could reference our District as a whole, specific areas, iconic images e.g. Barges, events that have happened or we hold here today, the Districts history, our community or even our evolving future.

Design parameters:

- **The mural should enhance the Amphitheatre and bring it 'on brand' within its setting within an Edwardian park.** This does not mean that the design should be Edwardian, but it does mean that any colours used should be harmonious with its setting and the Parks brand palette (see [here](#))...whilst also being open to artists own artistic interpretation and flair.
- **Primarily this Mural should seek to inspire and uplift and not seek to appeal to any one demographic.** Visitors come to the park for many different reasons and has universal, cross-generational appeal due to its ability to provide both activity and peaceful opportunities, so the mural must be in keeping with this.
- **Reference to Maldon District must be included within the design** – be its past, present, future or a combination of any of these.
- **Consideration of the projects position is critical** as the design and materials will have to bear the harshest of weather conditions throughout its 10yr+ expected lifespan.



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The project will be run in four stages.

1. Written Proposal (due by 23rd Oct 2026) – Please submit the following:

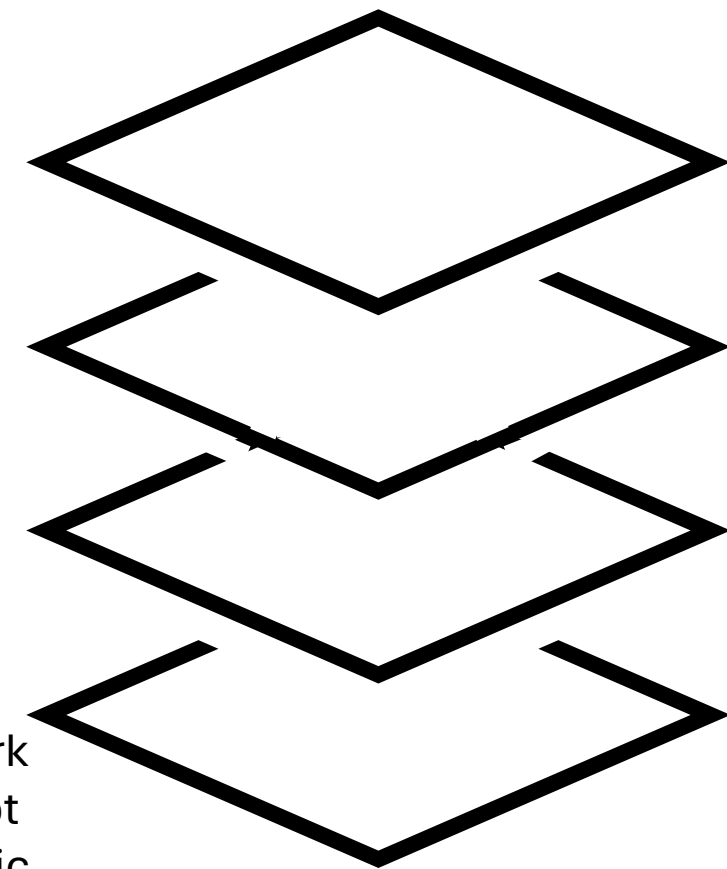
1. describe what mural you consider most appropriate in this location – what key aspects would it include (colours/images/text etc) and what message does it convey (max. 600words) Please do not submit concept designs at this stage.
2. examples of your previous mural work which best demonstrates your style (*submitted in JPEG format and clearly labelled please*).
3. Other example images which support your ideas for the mural you want to produce here (*optional – max.5 images*) file format as above
4. Confirmation that you can meet the project timescales and fulfil the deadline should you be selected.

Send to projects@maldon.gov.uk

2. Concept design (due by 20th Nov 2026) – A maximum of five artists will be appointed from stage 1 to submit their Concept design for the Mural they would paint for our Amphitheatre. A Purchase Order will be raised to cover costs for design development (up to £1000). We expect for you to have read and understood our brief (please do ask if you have any questions), to meet the MDC project team, to visit the site to understand the position/conditions the mural will be situated and appreciate the role that the amphitheatre and the park plays for both the immediate community and its many visitors. More than one idea is acceptable for submission at this stage – up to a maximum of three.

3. Public Engagement (February 2027) - From the Concept design stage, a maximum of three designs (which may be from multiple or two designers) will then be chosen for Public Engagement. The medium for this will likely be via print in local public buildings and available for view on the MDC website – but this is still to be agreed and is subject to change. The appointed artists will be involved in where their artwork will be displayed and may be called upon to present this in some instances. A period of up to two weeks may be given to adjust the concept design where needed ahead of presenting this for public consideration. The final decision on design will be reached based upon both public feedback AND MDC Councillors preference.

4. Final design (completed by 31st May 2027) - The chosen Artist/design will be announced in March/April. The artist will then work with the Council to finalise the Mural design prior to its installation. Budget for the Mural is £15,000. The Mural is to be completed by end May 2027.



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Selection Criteria:

Applications will be scored against the following criteria for selection:

- Creative proposal and examples of previous work (30%)
- Response to the commissioning theme (40%)
- Previous public art experience and / or working in public / community spaces (10%)
- Strength of project timeline and commitment to meeting the completion date (20%)

At all times the opinion of the selection committee is final, and no correspondence will be entered into.

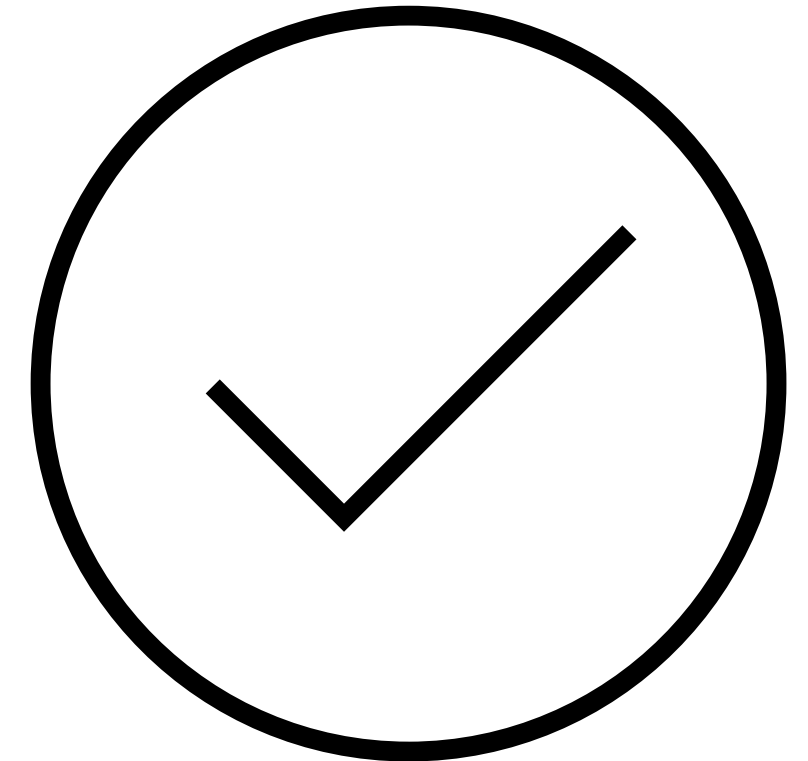
Considerations:

- Curved walls
- Viewing distance
- Marine grade coatings
- Anti-fungal and UV Stable paints
- Anti-graffiti coating system

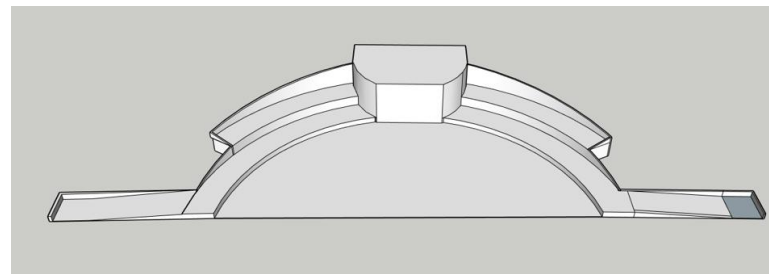
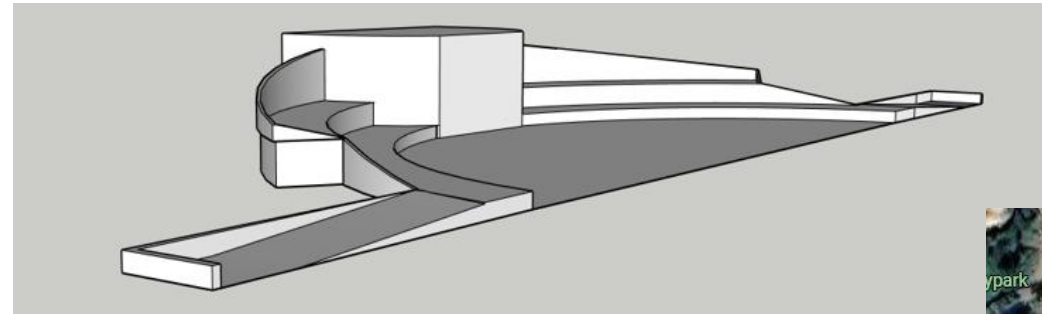
Risks:

- Salt exposure/Moisture cycles (Wind driven rain/ Freeze thaw in winter/ sun exposure in summer)
- Algae growth
- Graffiti

The chosen Artist is therefore obliged to ensure that the mural **MUST** be created using the appropriate materials and sealed using the appropriate coatings to protect it against the risks set out above and to extend its life for a min.5+years.



Amphitheatre Photos



Promenade Park Amphitheatre Mural

MDC Brand Colour Palette...

- Incorporate colours already in common use by Maldon District Council.
- Emphasise natural shades to reflect the park’s rural, coastal, and maritime heritage features:
 - Primary colour(s): **Green (#486352)**
 - Secondary colour(s): **Brown (#845340), Blue 1 (#48b6d5), Blue 2 (#3b597b), Red 1 (#e83b51), Red 2 (#8b1e03)**
- All assets must feature the **Maldon District Council logo**.
- Where appropriate, include the **Visit Maldon District** logo (official tourism brand).

BASE COLOUR PALETTE

These base colours are to be used as background colours. The palette is supplied in three different colour models to use for print and web. Where possible Pantone references should be used.

PANTONE 422C	C20 / M13 / Y13 / K35	R169 / G168 / B167
PANTONE 7463C	C100 / M62 / Y12 / K65	R22 / G43 / B70
PANTONE 5425C	C45 / M16 / Y9 / K26	R131 / G155 / B176
PANTONE 297C	C52 / M0 / Y1 / K0	R127 / G199 / B235
PANTONE 554C	C85 / M2 / Y77 / K69	R39 / G91 / B61
PANTONE 625C	C64 / M16 / Y42 / K33	R84 / G127 / B111
PANTONE 7436C	C2 / M14 / Y0 / K0	R246 / G225 / B239
PANTONE 7504C	C17 / M36 / Y47 / K38	R158 / G123 / B90
PANTONE 1955C	C11 / M100 / Y50 / K47	R147 / G24 / B49
PANTONE Cool Gray 1C	C4 / M2 / Y4 / K8	R227 / G224 / B222
PANTONE 451C	C23 / M15 / Y51 / K33	R168 / G151 / B87

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**Any questions please contact Katy Moore at Maldon District Council
at katy.moore@maldon.gov.uk**

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