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DIRECTOR OF STRATEGY,
PERFORMANCE AND
GOVERNANCE'S OFFICE
DIRECTOR OF STRATEGY, PERFORMANCE
AND GOVERNANCE
Paul Dodson

9 October 2019

Dear Councillor

You are summoned to attend the meeting of the;

STRATEGY AND RESOURCES COMMITTEE

on **THURSDAY 17 OCTOBER 2019** at 7.30 pm.

in the Council Chamber. Maldon District Council Offices, Princes Road, Maldon.

A copy of the agenda is attached.

Yours faithfully



Director of Strategy, Performance and Governance

COMMITTEE MEMBERSHIP

COUNCILLORS

R G Boyce MBE
Mrs P A Channer, CC
M R Edwards
Mrs J L Fleming
A S Fluker
B E Harker
A L Hull
K M H Lagan
C Mayes
N G F Shaughnessy
R H Siddall
N J Skeens
Mrs J C Stilts
C Swain
Mrs M E Thompson
Miss S White

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AGENDA
STRATEGY AND RESOURCES COMMITTEE
THURSDAY 17 OCTOBER 2019

1. **Appointment of Chairman and Vice-Chairman**

To appoint a Chairman and Vice-Chairman of the Committee for the remainder of the municipal year.

2. **Chairman's Notices (please see overleaf)**

3. **Apologies for Absence**

4. **Disclosure of Interest**

To disclose the existence and nature of any Disclosable Pecuniary Interests, other Pecuniary Interest or Non-Pecuniary Interests relating to items of business on the agenda having regard to paragraphs 6 – 8 of the Code of Conduct for Members.

(Members are reminded that they are also required to disclose any such interest as soon as they become aware should the need arise through the meeting.)

5. **Public Participation**

To receive the views of members of the public on items of business to be considered by the Committee (please see below):

1. A period of ten minutes will be set.
2. An individual may speak for no more than two minutes and will not be allowed to distribute or display papers, plans, photographs or other materials.
3. Anyone wishing to speak must notify the Committee Clerk between 7:00pm and 7:20pm prior to the start of the meeting.

6. **Marketing and Communications Strategy** (Pages 5 - 20)

To consider the report of the Director of Strategy, Performance and Governance, (copy enclosed).

7. **Approval to Adopt the List of Local Heritage Assets for Maldon** (Pages 21 - 66)

To consider the report of the Director of Strategy, Performance and Governance, (copy enclosed).

8. **Dengie Gateway Project - Burnham-on-Crouch 'Hub' Update** (Pages 67 - 68)

To consider the report of the Director of Service Delivery, (copy enclosed).

9. **Bradwell Planning consultation - Funding Agreement** (Pages 69 - 74)

To consider the report of the Director of Strategy, Performance and Governance (copy enclosed).

10. **Appointment of Representatives on Liaison Committees / Panels** (Pages 75 - 76)

To consider the report of the Director of Strategy, Performance and Governance, (copy enclosed).

11. **Any other items of business that the Chairman of the Committee decides are urgent**

NOTICES

Sound Recording of Meeting

Please note that the Council will be recording any part of this meeting held in open session for subsequent publication on the Council's website. Members of the public attending the meeting with a view to speaking are deemed to be giving permission to be included in the recording.

Fire

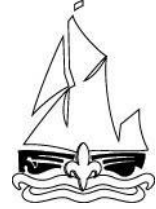
In event of a fire, a siren will sound. Please use the fire exits marked with the green running man. The fire assembly point is outside the main entrance to the Council Offices. Please gather there and await further instruction.

Health and Safety

Please be advised of the different levels of flooring within the Council Chamber. There are steps behind the main horseshoe as well as to the side of the room.

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**REPORT of
DIRECTOR OF STRATEGY, PERFORMANCE AND GOVERNANCE**

**to
STRATEGY AND RESOURCES COMMITTEE
17 OCTOBER 2019**

MARKETING AND COMMUNICATIONS STRATEGY

1. PURPOSE OF THE REPORT

- 1.1 To present to Strategy and Resources Committee the Marketing and Communications Strategy (**APPENDIX 1**) that will underpin the delivery of the Council Corporate Plan and support our three Thematic Strategies and Commercial Strategy.

2. RECOMMENDATIONS

That the Marketing and Communications Strategy (**APPENDIX 1**) is approved.

3. SUMMARY OF KEY ISSUES

- 3.1 The Communications, Marketing and Engagement function sits within the Strategy, Performance and Governance Directorate and includes the centralisation of our emerging digital tourism approach.
- 3.2 The Marketing and Communications Strategy (the Strategy) sets out a framework for our Marketing and Communications which is central to the delivery of all Council services and public engagement.
- 3.3 We want to ensure that our priorities, objectives, values and ambitions are shared with our residents, workforce, partners, local businesses and stakeholders.
- 3.4 Our communications and engagement will be outcome led and support channel shift - modernising our digital approach with partners and customers.
- 3.5 A good standard of communications is the responsibility of everyone involved in the Council's work including Councillors, staff and partners.
- 3.6 This strategy is a living document and will reflect the opportunities to develop as the team is fully in place.
- 3.7 The current performance and targets where missing, will be included as this information becomes available.

4. CONCLUSION

- 4.1 This strategy is a working document and will be continuously updated to reflect new insight, decisions, opportunities and challenges. It underpins the work of the thematic strategies, Commercial strategy and the Council's Corporate Plan.

5. IMPACT ON STRATEGIC THEMES

- 5.1 This strategic approach to Marketing and Communications supports the work detailed in our overarching Corporate Plan and our thematic strategies.

6. IMPLICATIONS

- (i) **Impact on Customers** – It is important to ensure that our internal and external stakeholders have the right perception of the Council and that we communicate in one voice, as one organisation.
- (ii) **Impact on Equalities** – None.
- (iii) **Impact on Risk** – None.
- (iv) **Impact on Resources (financial)** – None.
- (v) **Impact on Resources (human)** – None.
- (vi) **Impact on the Environment** – None.

Background Papers: None.

Enquiries to:

Paul Dodson, Director of Strategy, Performance and Governance, (Tel: 01621 875756).

Document Control Sheet

Document title	Marketing and Communications Strategy
Summary of purpose	To set out a framework for Marketing and Communications which is central to the delivery of all Council services and public engagement
Prepared by	Russell Dawes
Status	Draft
Version number	
Approved by	
Approval date	
Date of implementation	
Review frequency	
Next review date	
Circulation	
Published on the Council's website	

Validity Statement

This document is due for review by the date shown above, after which it may become invalid. Users of the strategy or policy should ensure that they are consulting the currently valid version of the document.



MARKETING AND COMMUNICATIONS STRATEGY 2019

Prepared by Russell Dawes

DRAFT Marketing and Communications Strategy

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Marketing and Communications Strategy

1. Our vision

‘To build trust with all of our customers through timely and effective communications’

The following Communications Strategy will support and celebrate the outcomes of the Council and underpin the Corporate Plan [2019/23], Maldon District Council’s top-level strategy document. The Corporate Plan sets out our vision to achieve a ‘Sustainable Council – Prosperous Future’.

The positive impacts that we want to make in relation to this vision are explained in more detail by our three strategic themes: Community, Place and Prosperity.

Communications and engagement will be outcome led and support channel shift - modernising our digital approach with partners and customers.

Communications should be two-way and are essential in giving information, engaging, consulting, gaining feedback, developing insight from people, residents, employees and visitors, businesses and other stakeholders. A good standard of communications is the responsibility of everyone involved in the Council’s work including councillors, staff and partners. This strategy sets a framework for our marketing and communications.

Communication is central to the delivery of all Council services and public engagement. We want to ensure that our priorities, objectives, values and ambitions are shared with our residents, workforce, partners, local businesses and stakeholders.

**2. Purpose**

The purpose of this Marketing and Communications Strategy document is to:

- Outline the communications outcomes the Council has set out to achieve in order to ensure that it listens, engages and promotes the work of the Council, our partners and the priority activities throughout the District;
- Communicate the customer offer, in terms of what we do and how we deliver it;
- Enable us to focus our resources effectively and plan-ahead

Our Marketing and Communications will be delivered through smart working in the following ways:

- Effective engagement to support strong and resilient communities;
- Working with communities, businesses and partners to promote the District;
- Working in partnership to generate coherent messages and maximise reach;
- Develop marketing campaigns which deliver positive results and measurable outputs;
- Ownership of marketing and communications workstreams for strategic projects;
- Delivering excellent internal communications and offering account management to support colleagues’ communications activities;
- Make best use of technology to gain audience insights, develop the best ideas, implement strategies and achieve maximum impact;
- Measure the customers’ experience and channel shift journey;
- Maintain the highest ethical standards of communications

The vision and principles of the Marketing and Communications Strategy underpin the Council's overarching vision of: **'Sustainable Council – Prosperous Future'**

This strategy document will help deliver the Council's Corporate Plan by means of:

- Effective marketing and communications to promote the 32 outcomes set out in the Corporate Plan;
- Communicating the information our customers need to access our services;
- Communicating the impact we have on our customers' lives;
- Influencing the behaviour and attitudes of our customers by developing and delivering clear messages;
- Marketing the Council's services and the District as a whole

3. Our principles

Whilst each department will communicate to different audiences, a consistent tone across the Council is important to ensure that internal and external stakeholders have the right perception of the Council and that we communicate with one voice, as one organisation.

The following list of principles act as a useful guide:

- The work of the Council and the attributes of the District are promoted;
- Our communications help to drive and embed a transformed Council;
- Staff and Members value our expertise and support;
- We communicate, educate and celebrate;
- Communications should be factual, accurate, reflect the position of the Council and be approved by relevant Senior Managers;
- Communicate to the right audience, at the right time and be informative and useful;
- Always considers the appropriate channels for those with disabilities and accessibility needs;
- Provide opportunities for feedback and two-way conversations wherever appropriate;
- All Council projects have a communications workstream identified to receive communications support and resource (and at inception);
- Digital first approach is a priority, when social and electronic channels are the most effective method to use;
- Our activities are ethical and adhere to GDPR and the Code of Recommended Practice on Local Authority Publicity 2011

4. Statutory compliance

In relation to this Marketing and Communications Strategy, there are some statutory duties for which the team are responsible as part of any co-ordinated communications activity.

It is the responsibility of the team to use a range of channels, in a timely manner, to ensure that our community are well informed about any local or national issues.

The following table sets out some of the key responsibilities:

Statutory Compliance
Civil Contingencies Act 2003 – we have a statutory duty as a category 1 responder to provide information to members of the public in times of an emergency and to promote any national, regional or local campaigns in order to warn and inform.
Elections communications – the Electoral Commission provides the information which we are obliged to use to ensure that the electorate is informed of any election.
Freedom of Information – the communications team are responsible for ensuring that any FOI's placed by the media are managed in the correct manner.
Transparency – the communications team is responsible for ensuring that The Local Government (Transparency Requirements) (England) Regulations 2015 are published
EU Exit – Maldon District Council is mandated to provide information and support raising awareness to residents and local businesses on the progress and impact on the Governments Eu Exit activity.

5. Crisis communications

The team will manage all of the Crisis Communications on behalf of the Council, guided by our statutory duty under the Civil Contingencies Act to 'Warn and Inform'. This will be undertaken in partnership with the Essex Resilience Forum (ERF) and the Essex Communications Network.

We plan for and respond to any local or national crisis event, examples of this include (not an exhaustive list):

- Flooding
- Mourning protocols
- EU Exit
- Health
- Transport
- Business continuity

6. Our brand

The Council has a highly visible brand which is depicted on livery and stationery as a Thames Sailing Barge.

The Council's Style Guidelines sets out where and when our brand should appear in internal and external communications.

In addition to the Council's Corporate brand it is an advocate of the 'Sense of Place' branding which is being used to promote the District and engagement with businesses.

This complements the Council's own brand and is used in line with the Sense of Place guidelines.



7. Current activity

Communications and engagement activity					
Activity	Social Media	Number of Press enquiries responded to within the timeframe set by the media representative	Annual residents / businesses survey	Internal engagement Weekly engagement Delivered by: events/surveys/videos/TT	Communication Campaigns
Measure	Number of followers Twitter - 7098 Facebook - 7890	Quarter 1 (April – June 2019) 22 enquiries	Planned to go out October	Will report quarter 2 figures from October	Quarter 1 (April – June 2019)

Marketing activity			
Activity	Value of Filming / TV Opportunities	Sponsorship Opportunities Events	Tourism Marketing
Measures	Value to the District of average spend figures 1 April 2019 to date *£511,750 *This figure represents the benefit to the District as a whole	We have successfully obtained sponsorship for three of the events run by the Council. Namely Maldon Car Show, Saltmarsh75 and the Crouch Valley Festival	Promotion of established events: Including <ul style="list-style-type: none"> • Crouch Valley Festival of Food and Drink, • Smoke and Fire Festival, • Saltmarsh 75, • Armed Forces Day, • Bank Holiday Markets, and • Cabbies Day

Further to the information in the table above, the following sets out our current activities

Social media

We actively use our social media accounts (Twitter and Facebook) to communicate with our residents. This is a growing area of activity and we are expanding the use of these channels to help embed our digital first approach and engage with our residents. Our accounts are also increasingly being used by our Customer Team to engage with our residents on a variety of trending topics and local issues.

Press enquiries

Our press office has fostered an excellent working relationship with the local and national media and regularly communicate with them. We endeavour to respond to press enquiries within the timescale set by the media representative, but this is subject to our ability to follow due process to agree a response.

Annual survey

In October 2019 we will be undertaking an annual residents' and business survey to understand how we can ensure that we are meeting the aspirations of our local community. Our last District-wide survey was undertaken in 2009.

As part of the feedback, we will be publishing regular features on our website as part of a 'You Said, We Did' feature which will demonstrate that the Council is listening and acting, where possible, on the responses we receive.

Internal engagement

We engage with our staff using a variety of channels which include Vlogs, Team Talk bulletins, team meetings, face to face staff briefings, Intranet, wellbeing events and staff surveys. A particular focus has been our transformation project, where we have been working with our teams to ensure that they have been supported through this change.

Communications campaigns

As well as our own campaign activity and supporting awareness days, we participate in a wide range of national and local campaigns to support the work of our strategic partners. These include but are not limited to; Public health campaigns, Cabinet Office, Mid Essex Clinical Commissioning Group, Department of Housing Communities and Local Government, Essex Police, Fire and Crime Commissioner and Essex Councils. These include campaigns such as waste, crime, flu, housing, census and many more.

Filming / TV Opportunities

The Maldon District regularly features on screen, whether it be on film or television programmes, and has a growing reputation of being one of the friendliest filming locations in England.

This growing reputation is providing a substantial financial benefit to the District's economy from the repeated visits to tv/filming locations.

The District is seen to be an ideal location for film and tv producers who are looking for a quiet location close to the main transport network but also with all of the supporting facilities that film/tv producers need. It has already featured in a number of films and our maritime heritage is usually showcased in documentaries.

Movies filmed in the District include 'The Mercy' and 'The Woman in Black', and television programmes include 'Britain at Low Tide', 'Tales from the Coast with Robson Green', 'Liar', 'Great Expectations' and 'Britain Afloat'.

The Communication, Engagement and Marketing Team operate a Film service and regularly work with producers and location managers to liaise, suggest, signpost and facilitate all of their requirements.

Tourism marketing

We support specific local and national digital tourism campaigns to raise the profile of the Maldon District as an ideal visitor destination working in partnership with our local tourism businesses and Visit Essex. We seek opportunities to collaborate on joint tourism marketing initiatives which will meet the outcomes of our Prosperity Strategy and emerging Tourism Marketing Plan.

Commercial use of assets

We will assist the Commercial Manager to promote and maximise the benefit of the assets which the Council owns or manages. We will support them with any communications and marketing plans and material in order to target any specific segmented target market.

8. Getting our priorities right

Using data and insights from a range of inputs and evidence, policies and legislation, the following SWOT analysis has been carried out to help us identify our Communications focussed strengths and weaknesses. The following information enables us to focus our time and resource in areas where we can both make a difference, either directly or by smart partnering, and where we can effectively measure performance.

Strengths <ul style="list-style-type: none"> ➤ Professional and experienced team ➤ Coordinated, managed, and consistent approach to communications activities ➤ Respected internally and externally ➤ Comprehensive website presence ➤ Strict and consistent protocols in place ➤ Good relationship / contacts with the media ➤ Resilience provided through a multi-skilled team ➤ Access to external groups 	Weaknesses <ul style="list-style-type: none"> ➤ Lack of clarity in publications could become a threat to our brand ➤ Unclear message, intent, and/or call to action ➤ Not taking full advantage of online platforms for engagement ➤ Lack of coordinated marketing ➤ Long sign off process can cause delays ➤ Lack of investment in training ➤ Historically more reactive than strategic approach
Opportunities <ul style="list-style-type: none"> ➤ Increase our engagement ➤ Develop our digital tourism offer ➤ Enhance our social media ➤ Marketing and communications integrated as a corporate function ➤ Identify marketing niches and consider new ones ➤ Develop internal and external relationships ➤ Agile and collaborative working ➤ Improve our stakeholder database 	Threats <ul style="list-style-type: none"> ➤ Time ➤ Resources ➤ Financial limitations ➤ Outside pressures ➤ Change in political direction ➤ Strategic communications planning impacted by reactive needs of customers and the Council

9. Where do we want to be?

The Communications Team will indirectly support the delivery of all 32 of the Council's outcomes. The role of the team may not be explicit in all outcomes but there will be involvement through communicating project milestones, assisting with engagement and where appropriate helping to celebrate successes. The function therefore has a pivotal role to play within all projects.

The following performance target has been set for each of the Communications outcomes:

VISION: To build trust with all of our customers through timely and effective communications	Outcome	Priority Measure <i>Taken from existing source (including any statutory measures) or identified as a new measure.</i>	Current Performance	Target
	Customers' expectations exceeded	Number of Media enquires responded to within customer timeframe.	Quarter 1 100%	100%
		Publish residents survey and review feedback	First survey to be published in October 2019	Annual
		Digital and face to face staff engagement	Every member of staff is engaged with using existing channels	Every member of staff is engaged with using a digital channel

VISION: To build trust with all of our customers through timely and effective communications	Outcome	Priority Measure <i>Taken from existing source (including any statutory measures) or identified as a new measure.</i>	Current Performance	Target
	Customers' access through technology promoted	Number of self service (i.e. form and web based) payments (excluding telephone payments)	19,088 Internet payments (Apr – Aug 2018/19)	To be determined
		Number of unique visitors to the Council's websites VisitMaldonDistrict.co.uk Maldon.gov.uk	Quarter 1 (April – June 2019) 123,323 users 73,358 users	To be determined
		Customers follow us and are engaged, determined by the number of followers/shares/likes	As at 17 September 2019 Twitter followers - 7,098 Facebook 1097 Likes	To be determined

VISION: To build trust with all of our customers through timely and effective communications	Outcome	Priority Measure <i>Taken from existing source (including any statutory measures) or identified as a new measure.</i>	Current Performance	Target
	An open and transparent organisation	The Local Government Transparency Code delivered	Incomplete	Complete by December 2019

VISION: To build trust with all of our customers through timely and effective communications	Outcome	Priority Measure <i>Taken from existing source (including any statutory measures) or identified as a new measure.</i>	Current Performance	Target
	Outcome led engagement and smart partnering	Communication messages demonstrate our focus on delivering our 32 outcomes and celebrate the work we do with our partners.	To be determined once the Thematic Strategies are approved by Council	To be determined
		We promote the work of our partners when it is of benefit to the District and its residents	We reactively respond to requests for support and collaboration	We will proactively plan messages and content via a partner led calendar

VISION: To build trust with all of our customers through timely and effective communications	Outcome	Priority Measure <i>Taken from existing source (including any statutory measures) or identified as a new measure.</i>	Current Performance	Target
	A clean and tidy District	Number of proactive communications activities regarding waste and recycling	Cleaner Essex campaign Planned campaigns for textiles, food waste and plastic	Cleaner Essex Campaign District data
		Number of proactive communication activities regarding litter and dog fouling	None	Develop a campaign to be delivered in 2020
		Number of proactive communication activities regarding fly tipping	Media enquiries are responded to and where appropriate waste disposal advice is given	Digital content promoting responsible waste disposal

VISION: To build trust with all of our customers through timely and effective communications	Outcome	Priority Measure <i>Taken from existing source (including any statutory measures) or identified as a new measure.</i>	Current Performance	Target
	Effective engagement to support strong and resilient communities	Evidence that we provide the opportunity for residents to influence decisions in their local area	Residents/ Businesses survey to be published in October 2019	To be determined
		Evidence that engagement tells us the percentage of people who feel safe in the District (Perception of crime)	Residents/ Businesses survey to be published in October 2019	To be determined
		Evidence that our residents are aware of the choices they can make to improve their health and wellbeing	Residents/ Businesses survey to be published in October 2019	To be determined

VISION: To build trust with all of our customers through timely and effective communications	Outcome	Priority Measure <i>Taken from existing source (including any statutory measures) or identified as a new measure.</i>	Current Performance	Target
	Tourism supported and encouraged (Service level agreement with Visit Essex to be agreed and this includes a review of the Volume and Value survey)	Evidence the choice and quality of the District's tourism offering	To be determined	To be determined
		Total number of trips 2017	4.3 million	To be determined
		Number of digital tourism campaigns delivered	Minimum of 4 - to support large scale events in 2020	To be determined

VISION: To build trust with all of our customers through timely and effective communications	Outcome	Priority Measure <i>Taken from existing source (including any statutory measures) or identified as a new measure.</i>	Current Performance	Target
	Efficient and effective engagement with businesses	Promote the work of the Sense of Place (SoP), Place Plan	To be determined	To be determined
		Identify activity to celebrate the businesses in the District	Annual Business Awards	Refresh the approach to reflect limited budgets
		Evidence that we provide the opportunity for businesses to influence decisions in their local area	Residents/ Businesses survey to be published in October 2019	Annual Business Survey

10. How we will achieve our targets

Strategic partnerships

Through smart partnering – collaborating and synergising with other councils and partners, providing better information and insights and improving ways of working in partnership to achieve ambitions in common - whether that is through delivering service benefits, securing better value for money, through joint procurement or by increasing the opportunity to secure extra funding, or adding capacity for instance.

The following strategic partnerships are identified in relation to our communications vision *‘To build trust with all of our customers through timely and effective communication’*.

- Essex Communications Network
- Essex Resilience Forum
- Visit Essex
- Creative England
- Visit England
- Mid Essex Clinical Commissioning Group – Marketing Group
- Cabinet Office
- Department for Communities and Local Government
- Public Health England
- LGA
- LG Comms
- Bradwell B Communications Team

Strategic Communications projects

In line with the Council’s drive to maximise the opportunity to generate commercial income we have identified the potential to explore chargeable rates and services to TV/filming production companies that enhances our current offering. This will enable us to expand upon the charges for Officer time and advice, loss of income, use of land and Council facilities.

We are learning from the work that other Councils in the County are doing and will understand more on this by the end of the year.

We plan to initiate a filming impact and benefits business survey after a known filming event has taken place in the District. Using the results of the survey, we aim to quantify the economic benefits from filming and production, by the end of the year.

11. Our performance

The communications performance against the targets defined in this Strategy will be reviewed by Elected Members and the Corporate Leadership Team [CLT] on a quarterly basis and formally reported to Council at the end of each financial year. The Senior Specialist – Communications, Marketing and Engagement, will be responsible for this document, its quarterly and annual reporting, and the accountability for this strategy lies with the Strategy, Policy and Communications Manager.

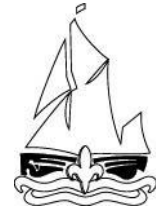
12. Glossary of terms or abbreviations

ECN	Essex Communications Network - A multi-agency communications network which co-ordinated communications activity across Essex.
LGA	Local Government Association - A politically-led, cross-party organisation that works on behalf of Councils (405 local authority members: 2018/19).
LG Comms	Local Government Communications – National body who co-ordinates communication and marketing campaigns across Local Government.
ERF	Essex Resilience Forum – a multi-agency network of key civil emergency stakeholders who have a statutory role to prepare and ‘warn and inform’ in an emergency.
Visit Essex	Visit Essex – Membership based organisations supporting Tourism and Marketing businesses and campaigns in Essex.
Visit England	Visit England – National body for promoting Tourism in England
Creative England	Creative England – National body responsible for co-ordinating film opportunities across England.
Mid-Essex CCG	Mid Essex Clinical Commissioning Group, Marketing Group – Health body for Mid Essex health and wellbeing campaigns.
Cabinet Office	Cabinet Office – Prime Ministers Office lead national policy and civil emergencies (COBRA)
MHCLG	Ministry of Housing, Communities and Local Government - Government body responsible for local government
PHE	Public Health England – National body responsible for public health and associated campaigns.
WRAP	Waste Reduction Partnership – co-ordinating body for waste and recycling reduction.

13. Supporting documents

Social Media Guidance	External guidance on the Councils social media approach
Social Media Protocol	Guidance for staff on the use of social media
Press office process	Media enquires / news release process
Code of Recommended Practice on Local Authority Publicity	<p>POLICY</p> <p>The Council must adhere to the Code of Recommended Practice on Local Authority Publicity 2011. It states that publicity by local authorities should:</p> <ul style="list-style-type: none"> • be lawful • be cost-effective • be objective • be even-handed • be appropriate • have regard to equality and diversity • be issued with care during periods of heightened sensitivity.' <p>The full Code can be accessed from this link https://www.local.gov.uk/our-support/purdah/code</p>
Elected Members Press and Media Protocol	Guidance for our elected Members
Corporate Style Guide	A guide to the use of our corporate style and branding

- This strategy is a working document and will continuously be updated to reflect new insight, decisions, opportunities and challenges. It underpins the work of the thematic strategies, Commercial strategy and the Council’s Corporate Plan.



REPORT of DIRECTOR OF PLANNING AND REGULATORY SERVICES

**to
STRATEGY AND RESOURCES COMMITTEE
17 OCTOBER 2019**

APPROVAL TO ADOPT THE LIST OF LOCAL HERITAGE ASSETS FOR MALDON

1. PURPOSE OF THE REPORT

- 1.1 This report seeks the Strategy and Resources Committee's approval to adopt the List of Local Heritage Assets for Maldon (**APPENDIX 1**).

2. RECOMMENDATION

That the List of Local Heritage Assets for Maldon (**APPENDIX 1**) is approved for formal adoption.

3. SUMMARY OF KEY ISSUES

- 3.1 The Maldon District contains over a thousand nationally listed buildings, which are protected by law. In addition to this there are many historic buildings which, although they may not meet the criteria for national listing, possess local value because of their architectural and historic interest. The National Planning Policy Framework (NPPF) and Policy D3 of the Maldon Local Development Plan (LDP) refer to such buildings as 'non-designated heritage assets'. These assets are defined in Planning Practice Guidance as those 'identified as having a degree of significance meriting consideration in planning decisions but which are not formally designated heritage assets'. Planning Practice Guidance encourages Local Planning Authorities to identify 'non-designated heritage assets' against consistent criteria and notes that adding them to a 'local list' is a positive way of improving the 'predictability of the potential for sustainable development'.
- 3.2 While addition of a building to a local list will not of itself result in additional planning controls, it does mean that the building's conservation as a heritage asset becomes a material consideration when determining the outcome of a planning application. Paragraph 197 of the NPPF states:

The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

- 3.3 Policy D3 of the Maldon LDP requires that applications affecting non-designated heritage assets both 1) preserve or enhance the asset's special character, appearance, setting and special features, and 2) be supported by a heritage statement which describes the asset's significance.
- 3.4 Individual lists are currently being drafted for each parish by the Council's Conservation Officer, with assistance from local historians. Due to the considerable amount of work involved, a phased approach is planned for the survey of the whole District.
- 3.5 A draft Local List for Maldon was approved for public consultation on 6 June 2019. The total number of entries on the list is 30. Copies of the document were published on the Council's website and sent to the relevant Ward Members, every affected resident and Maldon Town Council. A table summarising the consultation responses is reproduced as **APPENDIX 2**. A total of 7 consultation responses were received, six of which were in support of the proposed list.
- 3.6 A letter submitted by RPS Group on behalf of Mid-Essex Hospital Services NHS Trust requested amendments to the entry for St Peter's Hospital. Specifically, the representation (reproduced in full in **APPENDIX 2**) argues that the original ranges to the rear of the complex and the former Board Room range at the front (now the Cherry Trees Resource Centre) should be excluded from the listing on account of their lesser architectural quality, and that a map highlighting precisely which buildings are included and excluded be reproduced in the local list document. However, while these secondary ranges are plainer and somewhat more altered than the main range and the chapel, all the original buildings are of sufficient architectural and historic interest to merit inclusion on the local list. The sum of all the original parts contributes to the overall interest of the complex. Inclusion on the local list does not necessarily mean that all the Victorian buildings on the hospital complex must be preserved indefinitely. It simply means that the buildings' significance must be taken into account in determining any planning applications. There is no dispute that some elements of the complex possess more significance than others, and this would be a central consideration in assessing future development proposals. In accordance with paragraph 197 of the NPPF, the erosion or loss of an aspect of local heritage would need to be weighed against the merits of the proposal, including public benefits. All the original buildings fall within the Maldon Conservation Area, and inclusion on the list does not impose any additional planning restrictions. The local list document has been amended to include a designation map which shows all the original 1873 structures included in the list, and all the later additions excluded. It is therefore recommended that all the original workhouse buildings are included in the designation and that the amended list entry as it appears in **APPENDIX 1** is approved. While the draft list included separate entries for the hospital and the hospital chapel, it has been decided that it would be simpler to include these in a single designation.

4. CONCLUSION

- 4.1 Maldon District Council has a commitment to protect and improve the environment of the District which includes built heritage. Policy D3 of the Maldon District Local Development Plan sets out this Council's objective of 'safeguarding, enhancing and

promoting the historic environment’. Up-to-date Parish Lists of Local Heritage Assets, which highlight and promote locally important historic buildings in each parish, will be a useful tool in meeting these objectives.

5. IMPACT ON STRAGIC THEMES

- 5.1 The recommendations of this report will support the Strategic Theme for Place by encouraging the protection and improvement of built heritage, which is a valuable component of the local environment.

6. IMPLICATIONS

- (i) **Impact on Customers** – The goal of the Lists of Local Heritage Assets is to highlight and promote the significance of local heritage, reinforcing a sense of local identity and distinctiveness in the historic environment. Engagement with local residents and interest groups through public consultation, and the opportunity to submit further nominations, enables locals to help identify and celebrate aspects of local heritage. Proactive identification of the buildings which should be regarded as ‘non-designated heritage assets’ will allow greater certainty of the issues to be considered as part of the planning process.
- (ii) **Impact on Equalities** – None.
- (iii) **Impact on Risk** – The Parish Lists of Local Heritage Assets will identify instances where heritage significance and conservation should be a material consideration in the planning process, thereby reducing the risk that local heritage assets are harmed or lost unnecessarily or without justification.
- (iv) **Impact on Resources (financial)** – The Lists of Local Heritage Assets will be maintained within existing budgets.
- (v) **Impact on Resources (human)** – The Lists of Local Heritage Assets will be maintained within existing resources.
- (vi) **Impact on the Environment** – Positive, due to the way in which the Lists will encourage the conservation of locally valuable historic buildings.
- (vii) **Impact on Strengthening Communities** – Positive, due to the way in which the local lists encourage pride in local built heritage and distinctiveness.

Background Papers: None.

Enquiries to: Tim Howson, Conservation Officer (Tel: 01621 875725).

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List of Local Heritage Assets in Maldon



September 2019

01621 854 477

planning@maldon.gov.uk



Introduction

The Maldon District contains over a thousand nationally listed buildings, which are protected by law. It has also been recognised that there are many historic buildings which, although they may not meet the criteria for national listing, possess local value because of their architectural and historic interest. Maldon District Council is developing Parish Lists of Local Heritage Assets to identify and celebrate these locally important buildings. Inclusion on a 'local list' does not of itself bring any additional consent requirements over and above the existing requirement for planning permission, but it does mean that a building's heritage significance will be a material consideration in the planning process. The following criteria have been developed to help identify those buildings which merit inclusion on the Parish Lists of Local Heritage Assets. As with the national lists the word 'building' can apply to any type of permanent structure.

1. Age and integrity

- a. All buildings which retain a significant degree of pre-1840 architectural character in terms of form, materials and stylistic detailing or for which there is realistic potential for restoration of that character.
- b. 1840-1880 buildings that are reasonably complete and of good local architectural and historic interest
- c. 1880-1945 buildings that are substantially complete and of very good local architectural and historic interest
- d. Post 1945 buildings that are wholly complete and of an outstanding level of local architectural and historic interest
- e. Buildings which are valued as rare examples of a particular type

2. Historic Interest

- a. Historic association with important national or local historical figures, architects, events or industry
- b. Social or communal importance: relating to structures perceived as a source of local identity and cohesion. (This might include important commemorative structures such as war memorials or places of worship).

3. Architectural Interest

- a. Important examples of a past type or style
- b. Quality materials, detailing and workmanship
- c. Buildings which display technological innovation
- d. Group Value: Buildings whose local importance derives from their visual relationship with other important buildings in a village or town setting or where they make an important contribution to an historic skyline.
- e. Buildings which make a positive contribution to an attractive rural setting
- f. Sustainability: Buildings which can be easily adapted for continuing use due to robust construction or quality materials

This document lists the buildings in the parishes of Maldon which have been identified as meeting the above criteria.



Butt Lane, Maldon Baptist Church

Photograph taken 26 March 2019

Description

This Baptist church was constructed in 1896, replacing an earlier 'corrugated iron' chapel on the same site. It was designed by P. M. Beaumont and built by A. Baxter. The foundation stones were laid by Leonard Bentall (Mayor), Thomas and Joseph Sadler, and Revd. Morris (Minister). The church is constructed of yellow stock bricks with red brick bands and arches in the Early-English gothic style. The windows are lancet shaped. The principal Butt-Lane elevation is gabled and has a small gabled porch. A rear schoolroom, designed by William Hayne, was added in 1914. It is built of yellow stock brick to match the church, and has long lead-glazed clerestorey dormer windows. The buildings have had their slate roofs replaced by concrete tiles, but are otherwise little altered. The schoolroom was requisitioned as a military hospital during the Great War.

Significance

The church of 1896 and the schoolroom of 1914 are well preserved and of very good local architectural and historic interest. High quality materials and detailing have been deployed as part of architect-designed schemes. The buildings possess considerable communal and historic interest due to their historic functions, and associations with notable figures in the town's history.



Butt Lane, Nos 19, 21 & 23

Photograph taken October 2018

Description

This row of cottages dates from the late-18th or early-19th century. It was first developed as a semi-detached pair of cottages, to which a third cottage was added on the right-hand side at a slightly later date. The cottages are 2-storeys in height with timber-framed walls partly rendered and partly weatherboarded, and have roofs clad in handmade clay tiles. The front windows are a mixture of vertically sliding sash windows and side-hung casements. The right-hand front corner of the building has been rounded-off at ground-floor level. The property has a good quality timber-framed structure, and was sensitively restored in 1994.

Significance

This is a reasonably well-preserved example of a row of Georgian cottages, displaying quality traditional materials and detailing. Its irregular form and combination of materials makes it a picturesque feature in the street-scene.



Cherry Garden Road, Water Tower

Photograph taken October 2018

Description

This Modernist-style water tower was built in the 1930s when a ‘bulk metered’ water supply was made available from the Southend Waterworks Company (Williams, 2009). Constructed of white-finished concrete, the tower is cylindrical in shape, its tank supported by an arcade of slender square-section piers and semi-circular arches. Architectural plans for the tower, dated 1931, are held at the Essex Record Office (ref. D/B 3/14/53).

Significance

Architecturally, this water tower is a striking and elegant landmark, making a valuable contribution to the skyline. It displays quality detailing and appears little altered. It has local historic interest for its place in the history of Maldon’s water supply.



Church Street, Nos 23, 25, 27 & 29

Photograph taken October 2018

Description

This is an early-19th-century terrace of four painted-brick cottages. It is 2 storeys in height, with a hipped slate roof and four grey-brick chimney stacks. The front window and door openings have pointed-arched heads, giving the terrace a distinctive appearance.

Significance

This is a well-preserved example of an early-19th-century terrace of cottages with a striking frontage of pointed-arch window and door openings.



Coach Lane, Former Tourist Information Centre

Photograph taken October 2018

Description

This small early-20th-century building has had various uses, including public toilets and tourist information centre. It has a pitched roof covered by clay tiles, walls of decorative imitation timber framing, a tall plinth of glazed bricks, and mullion-and-transom windows.

Significance

This is a well-preserved early-20th-century building, of good architectural quality, displaying a high standard of materials and detailing.



Cromwell Hill, Cromwell House

Photograph taken August 2010

Description

This imposing house was built c. 1880 for Arthur Evans, a Maldon Solicitor. It is built of yellow brick with white-painted stone or stucco dressings and slate-covered roofs. Decorative embellishments to window and door surrounds include anthemion and Greek-key motifs.

Significance

This is a good example of a well preserved and substantial late-19th-century house. It displays good quality materials, decoration and detailing.



Dykes Chase, Hillyfield

Photograph taken October 2018

Description

This timber-framed and slate-roofed house was built in 1925, according to a plaque above the entrance. The plans, which were approved by the Borough Council in September 1924, are held at the Essex Record Office (ref. D/B 3/22/293). The owner and builder was Harvey Hunt. The house is of an unusual form, comprising a central two-storey element topped by a pyramidal roof, surrounded all four sides by ground-floor lean-tos. The timber-framed structure is partly clad in weatherboarding and partly finished with imitation decorative timber framing. Some of the ground-floor openings are topped by small gables. The windows are of a variety of different forms, including some which are lozenge shaped.

Significance

This is a well-preserved early-20th-century house, of unusual form, displaying good quality materials and detailing.



Fambridge Road, Plume School (only the early-20th-century parts)

Photograph taken May 2019

Description

The Plume School was built in 1907 to designs by P. M. Beaumont. It is an imposing building of red brick, 2 storeys in height, with a frontage of twelve bays plus three wider gables and a central clock tower. Extensions, including a hall and library wing, were added in 1932, probably by J. Stuart, County Architect. The central tower had its clock and light added in remembrance of former pupils killed in both world wars.

Significance

The early-20th-century parts of the school possess local heritage significance as good-quality architect-designed buildings, displaying quality materials and detailing. The buildings also have communal value for the place they hold in the history of education in Maldon. The later 20th and 21st-century ranges are of no heritage significance.



Fullbridge, Waterside Granary

Photograph taken August 2018

Description

This timber-framed and weatherboarded structure was built as a granary early in the 19th century. The hipped roof has a 20th-century corrugated-metal covering. An off-centre taking-in door has part of the pulley system remaining. The roof is of queen-post construction with clasped purlins and a ridge plank. Some of the tie beams have bolted knee braces. The first-floor structure has been removed from much of the building.

Significance

Despite significant alterations in the 20th century, this building's historic form and character remains legible. It has local architectural and historic interest as part of the industrial townscape of Fullbridge.



Gate Street, 1-3

Photograph taken October 2018

Description

This property was developed in the 1840s for a Maldon solicitor. It was completed by 1847 (ERO ref. D/DCF T306). It is a two-storey red-brick building with clay-tiled roofs. It has an 8-bay frontage with a pair of gables at either end and a plat band about half way up the wall. It presents a regular arrangement of multi-paned sash windows and a pair of front entrances with pedimented door-surrounds.

Significance

This is a good example of a purpose-built early-Victorian solicitors' premises. Externally it is well preserved, presenting simple but good-quality materials and detailing.



High Street, Police Station

Photograph taken August 2017

Description

This police station was built in 1913 to designs by the County Architect F. Whitmore. It is a two-storey building of complex, asymmetrical plan-form, constructed from brick with stone dressings and clay tiled roofs. In the centre of the frontage is a narrow two-storey porch-like projection topped by a shaped gable with scrolled feet. The eaves of the roofs project in the form of deep modillion cornices. At the time of writing the building is redundant, with the windows boarded up.

Significance

The building has considerable architectural interest as a well-preserved early-20th-century police station of very good architectural quality. It is a highly attractive landmark building, occupying a prominent position at an entrance to the most historic part of the High Street.



High Street, No. 17

Photographs taken October 2018

Description

This is a late-Victorian townhouse, of three storeys and an attic. It has a well-preserved façade comprising a ground-floor shop front of painted-timber with scrolled brackets, and upper storeys of red brick with embellishments of grey brick and pink ornamental terracotta.

Significance

This is a well-preserved late-Victorian townhouse with high-quality materials and decorative detailing.



High Street, Nos 49-51

Photograph taken October 2018

Description

The previous building on this site was destroyed by the great fire of 1892. After the fire the site lay vacant until the current building was erected c.1907. It was designed by P. M. Beaumont in a Tudor style with imitation timber-framing. It of two storeys with an attic level, the first floor jettied over the ground floor, the attic served by two large front dormer windows. The post office was located here from the time the building was erected until 1980.

Significance

This building is a good example of early-20th-century Tudor Revival architecture, attributed to an accomplished Maldon architect. Its local value derives partly from its visual relationship with other buildings along this part of the High Street, which were also built following the fire of 1892 and display an eclectic variety of architectural styles.



High Street, No. 61

Photograph taken October 2018

Description

This property was re-built in 1882 following a fire which destroyed the preceding building. It turns the corner to address the junction between High Street and Market Hill. It is mainly 2-storeys in height but with a gabled wing of 2 ½ storeys at the northern end fronting onto Market Hill. At the corner of the building the wall is canted and the roof is hipped. The building is constructed of brick which is partly plastered and partly exposed, and its roofs are clad in clay tiles with decorative ridge tiles. The ground floor is composed of plastered brick piers with shop display windows in between. There are canted oriel windows on the first floor. The upper part of the wall to the gabled wing is finished with vertical tiling.

Significance

This is a well-preserved building of c.1882 displaying quality materials, detailing and workmanship. It makes a positive contribution to the character of the street-scene.



High Street, Outbuilding to the rear of No. 112

Photograph taken October 2018

Description

This unusual outbuilding was constructed in the mid-19th century using a combination of London Stock bricks and soft red bricks. It is a tall building on a small footprint and has louvred openings near the tops of the walls. It is thought to have been built as food store – most likely to air-dry bacon or to store cheese – for the grocery business then occupying No. 112 High street (Hillman-Crouch, 2018). It has recently been converted to a holiday apartment.

Significance

This is a reasonably complete mid-19th-century food store; a good example of an unusual building type. It is constructed of quality materials. Its tall and narrow proportions lend it a quirky charm.



High Street, Nos 127 - 129

Photograph taken October 2018

Description

This substantial townhouse was built in 1877 according to a plaque on the rear elevation. It is of three storeys and an attic, constructed of London Stock bricks with red brick dressings, and has a hipped roof covered in clay tiles. The front elevation features oriel windows and pairs of sash windows flanked by red brick pilasters. The façade is embellished with several moulded terracotta panels depicting various foliate motifs.

Significance

This a finely detailed and imposing townhouse of 1877, the principal elevations of which are well preserved.



High Street, King George Parade

Photograph taken May 2019

Description

This long three-storey Modernist-style brick block was designed by David E. Nye in 1934-5. It was built by a local labour force in 1936 under Messrs. Smith of Norwood. The upper storeys of the principal elevation are composed of alternating horizontal bands of red and brown brickwork. Most of the original Crittall windows have been replaced. The building is curved on the junction of High Street and Wantz Road. The building originally included the Embassy Cinema at its east end (demolished in 1985 and replaced by Embassy Court). At the opposite end, on the corner of Wantz Road, the ground floor unit was originally a car showroom.

Significance

This is an isolated example of early-20th-century Modernist-style architecture in Maldon. It is a striking building of good quality materials, and remains of good local architectural interest despite replacement windows and modernised shopfronts.



High Street, Maldon Methodist Church

Photograph taken October 2018

Description

This was built as a Wesleyan church in 1861 by Thomas King of Maldon, to the designs of James Moore of Great Totham. It is a two-storey edifice constructed of London Stock bricks with grey brick dressings. Its principal, gabled elevation has a central two-storey porch under a hipped roof. The windows on the ground floor have segmental arches, whereas those on the first floor have semi-circular arches. There is a circular mosaic panel beneath the apex of the gable. The gable bargeboards are supported by shaped brackets.

Significance

This is well preserved mid-19th-century church and of very good local architectural and historic interest. High quality materials and detailing have been deployed as part of a well-designed scheme. The building possesses considerable communal value.



High Street, milestone outside the entrance to Embassy Court

Photograph taken October 2018

Description

A small, cube-shaped milestone. Maldon 0; London 38 miles. Date unknown, probably 18th century or earlier.

Significance

This little milestone is easily overlooked, but is a valuable historical feature in the street-scene.



High Street, No. 149

Photograph taken October 2018

Description

This is a timber-framed crosswing probably dating from the 17th century or earlier. It has rendered walls and a clay-tiled roof.

Significance

The interest of this building resides in its early origins, as a timber-framed crosswing, probably built in the 17th century or earlier.



High Street, The Warwick

Photograph taken October 2018

Description

This public house was built in the late-19th-century. It was originally the Queen Adelaide, and was re-named in 1899 following a visit to Maldon by the Earl of Warwick. It is a two-storey red-brick building with a hipped clay-tiled roof. The corner of the building at the junction of Victoria Road and High Street is canted, with the corner of the roof above cantilevered over and supported by brackets. There is a combination of mullion-and-transom casement windows and sash windows. There are decorative keystones in the centre of each window head on the principal elevations.

Significance

This is a substantially complete late-Victorian public house, displaying good quality materials and detailing.



High Street, No. 195

Left-hand photograph taken October 2018

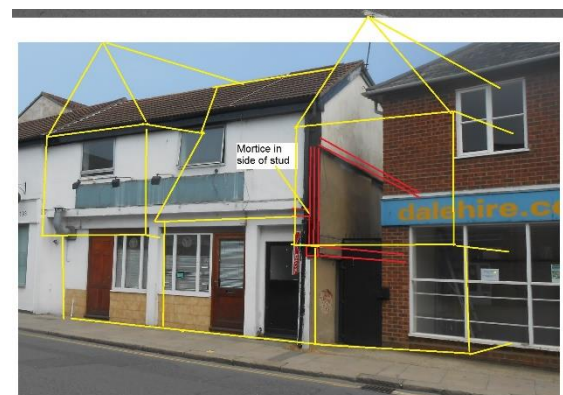
Right-hand photograph taken August 2016, when part of the medieval timber-framed structure was temporarily exposed.

Description

Although at a glance No. 195 High Street appears to date from the third quarter of the twentieth century, it actually retains fragments of a much more ancient structure. The south-eastern flank wall incorporates the side wall of a late-medieval timber-framed cross wing.

Significance

The significance of this building is limited to the single wall of a medieval timber-framed crosswing, which is of considerable archaeological interest. The rest of the building possesses no heritage significance.



Sketch overlay showing the position of the surviving medieval structure in red and the conjectural form of the medieval building in yellow



London Road, Maldon Cemetery Chapel

Photograph taken July 2016

Description

This chapel is probably contemporary with the opening of The London Road Cemetery in 1855. It was originally one of a pair of chapels. It is built of red brick with grey brick dressing and has a slate roof and gothic arched windows and door openings.

Significance

This is a reasonably complete mid-19th-century building of good local architectural and historic interest. It displays quality materials and detailing. It possesses communal value because of its historic function.



London Road, Cemetery Lodge

Photograph taken May 2019

Description

This cottage was designed by P. M. Beaumont in 1892 in the Tudor Revival style. It features imitation timber framing and chimney stacks with lozenge-section shafts.

Significance

This is a good example of Tudor Revival architecture by an accomplished local architect, displaying quality materials and detailing. Recent alterations and extensions have been undertaken in a way that has maintained the building's essential character and design.



Mill Road, No. 47, Maldon Museum and the gates to Promenade Park

Photograph taken October 2018

Description

Originally built for a Park Superintendent in 1915, this building is currently the location of the Maldon District Museum. It is a Tudor-Revival-style building, the lower part of its external walls finished with red brick, and the upper part finished with imitation timber-framing with serpentine braces. Its roofs are clad in clay tiles with decorative ridge tiles. The form and fenestration of the building is deliberately asymmetrical. The iron railings and adjacent park gates are contemporary features.

Significance

The museum building is a good example of early-20th-century Tudor Revival architecture. Along with the adjacent gates it makes an important contribution to the setting of the Promenade Park.



Promenade Park, Statue of Byrhtnoth, Ealdorman of Essex

Photograph taken May 2019

Description

This bronze statue by local artist John Doubleday was unveiled in 2006. Byrhtnoth was Ealdorman of Essex. He led the Anglo-Saxon forces against the Vikings in 991 in the Battle of Maldon, the subject of a famous Old English poem. Situated at the end of the promenade, the statue faces the assumed position of the battlefield on the mainland opposite Northey Island. This is a Registered Battlefield, although in the absence of archaeological evidence the precise location remains open to question (Foard, 2003).

Significance

The statue is of considerable artistic value, and commemorates a highly significant episode in Maldon's history.



Spital Road, St Peter's Hospital complex

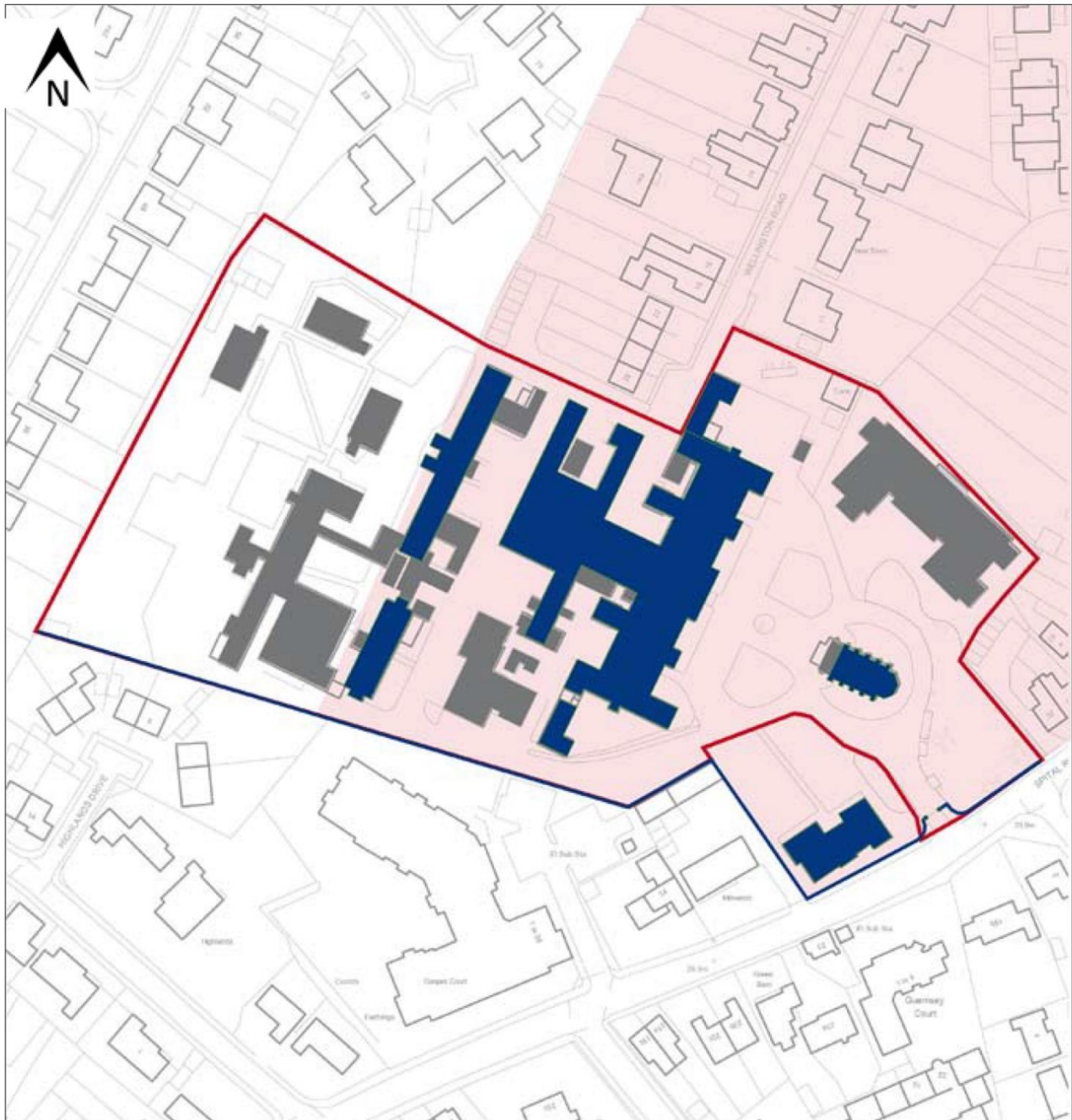
Photographs taken October 2018

Description

This hospital complex was erected as the Maldon Poor Law Union Workhouse in 1873 to designs by Frederick Peck. It was constructed by a local builder, Ebenezer Saunders. It is built primarily of red brick with stock brick bands and arches. It has a symmetrical frontage of three storeys, punctuated by short projecting gabled wings, with a central clock tower. Most of the original rear ranges also survive, as does the Chapel at the front, part of the Board Room range fronting Spital Road (now the Cherry Trees Resource Centre), and the cast-iron front railings and gates. All of the original 1873 Workhouse buildings are included in the local listing. Later, 20th-century buildings are excluded (see the designation map on the following page).

Significance

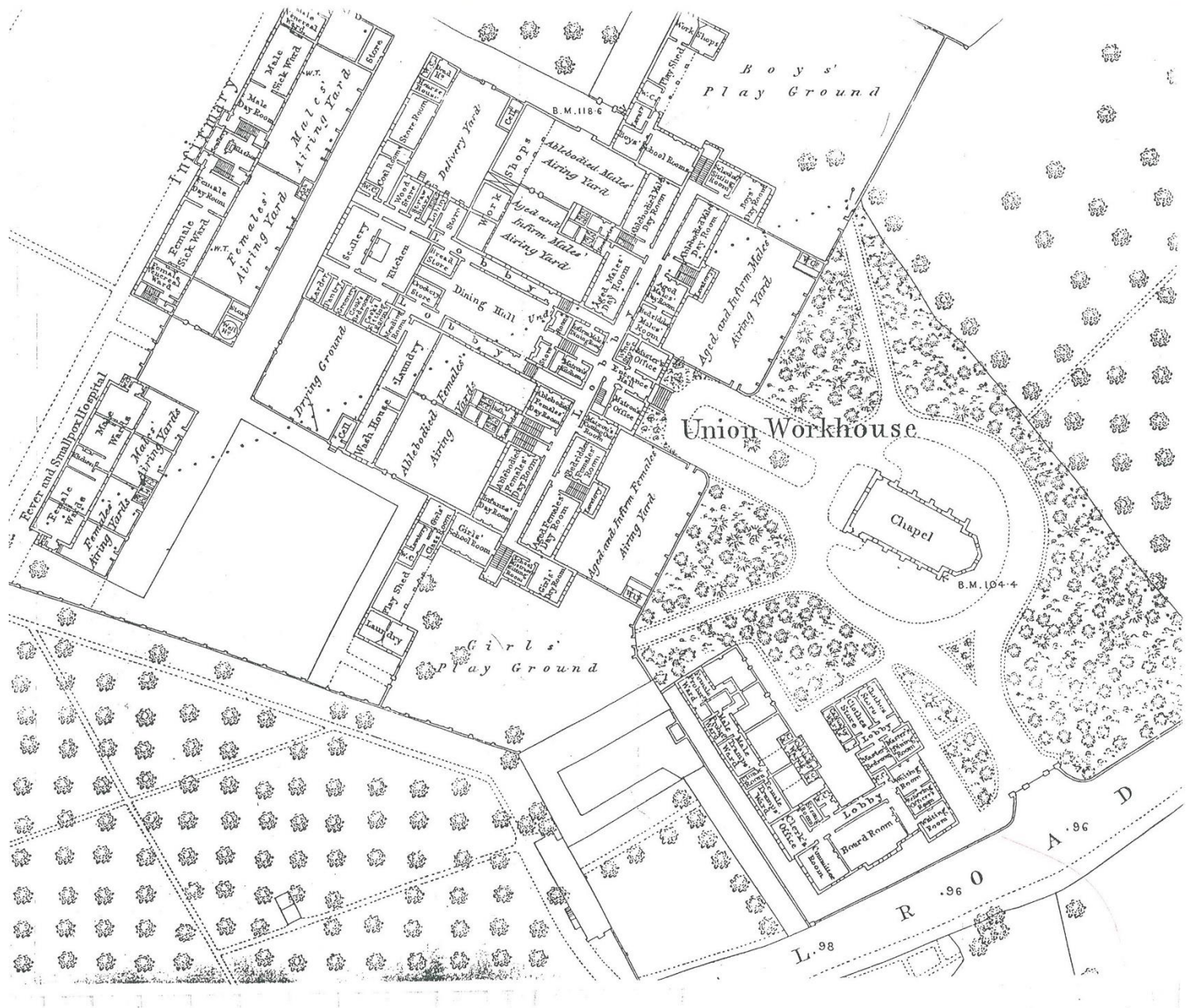
This complex of buildings is important to the social history of Maldon. It is a late example of a Poor-Law Union Workhouse, most being built in the 1830s. It was designed on a corridor plan form which, although common nationally, is the only example of its type in Essex. It is a reasonably complete 1873 workhouse complex of very good architectural and historic interest. While some of the original rear ranges are less architecturally impressive than the front ranges, all of the original buildings are of historic interest.

**Key:**

- Conservation Area
- Locally-listed building

Locally-listed buildings plan - St Peter's Hospital

Map showing the St Peter's Hospital complex, highlighting those buildings which are included in the local listing



Detail of the 1875 OS Town Plan showing the layout of the original workhouse buildings



Station Road, The Granaries

Photograph taken May 2018

Description

These late-19th-century yellow-brick granaries flanking a dock were converted to flats in the late-20th century. The use of yellow brick and pediment-effect riverside gables, each punctuated by a central circular window, echoes the architectural language of the other Victorian industrial buildings on the waterfront.

Significance

Although the residential conversion has eroded the buildings' interest to some degree, they remain an attractive feature on this part of the river. They are a valuable remnant of the industrial activity which dominated this area in the 19th century. They display good quality materials and detailing.



Victoria Road, Church of our Lady of Assumption

Photograph taken October 2018

Description

This Roman Catholic church was designed by Geoffrey Raymond (Scoles & Raymond) in 1924-5. It is constructed of red brickwork with stone dressings. Its doorways and traceried windows are in the Decorated Gothic style. The roof is covered in Roman clay tiles.

Significance

This is a well-preserved architect-designed early-20th-century Roman-Catholic church displaying high-quality materials and detailing. The building possesses considerable communal value.



Wantz Road, No. 101

Photograph taken May 2019

Description

This building opened as 'The Volunteer' public house in the 1860s, under the Coggeshall brewer, William Bright. The pub closed in March 1979 after which it was converted to a residence. It is a simple timber-framed and weatherboarded building, two storeys in height. It retains its original vertically-sliding sash windows. The central front entrance is via a fully-glazed ground-floor projection with a hipped clay-tiled roof.

Significance

This is a well-preserved example of a Victorian vernacular public house. It displays simple but good quality materials and detailing.

Sources

Bettley, J. and Pevsner, N.: *The Buildings of England: Essex* (Yale, 2007)

Foard, G.: *Maldon Battle and Campaign* (The Battlefields Trust, 2003).

Ginn, G.: *Maldon High Street* (Self-published volumes, 1997, available to consult at Maldon Library)

Hillman-Crouch, B.: "112 High Street, Maldon: Historic building recording of the three-storey building at rear", (unpublished archaeological report, 2018)

Williams, D.: *The Water Supply to Essex and Beyond*, website: <https://essexwatersupply.com/> , accessed 9 May 2019

Preparation of the list of local heritage assets for Maldon has been greatly assisted by the input of local historians Stephen Nunn and John Smith

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Summary of responses to public consultation on the Draft Local List for Maldon

Date and source of comments	Summary of comments	Response
3/7/2019 Prof. Diane Montgomery, owner of Nos 19, 21 & 23 Butt Lane	'Very pleased and honoured' for Nos 19, 21 & 23 Butt Lane to be included. Provided additional notes on the history of the building and photographs taken during renovation.	Thanked for positive comments and useful information. List entry amended accordingly.
18/7/2019 Dorreen Linton on behalf of the Maldon Society	Congratulations on 'an excellent list showing the variety of historic assets Maldon has to offer'.	Thanked for positive comments.
18/7/2019 Dorreen Linton	Suggested additional entries on the list: The Maldon Millenium Embroidery in Maeldune Heritage Centre. The Jolly Sailor at the Hythe The wooden sundial on the Plume Library	Thanked for suggestions. As the embroidery is not a structure, it would not qualify This is already grade II listed This is protected by the grade I listing of library
15/8/2019 David Coe, owner of 61 High Street	Advised that 'Coes have no comment or objection. Thank you for your efforts'	Noted
13/8/2019 David Gent, NHS	Request longer to submit comments in relation to St Peter's Hospital	Extension of deadline permitted until the 23 rd of August
23/8/2019 Angela Schembri, Planning Director RPS Group, on behalf of Mid Essex Hospital Services NHS Trust Letter reproduced in full on the following page.	In relation to the St Peter's Hospital: 'our view is that whilst a number of buildings within the hospital complex do meet the criteria for local listing, this does not apply to the all the buildings within the hospital complex, or even the entirety of the buildings that do meet the criteria', Request that the local listing includes the main range, Cherry Trees Resource Centre and the chapel, but excludes the less prominent buildings to the rear. Request inclusion of a plan showing precisely which buildings are included.	As per recommendation the local list will include a map showing which buildings on the hospital site are included in the designation. It is proposed to include all of the original workhouse structure on account of their architectural and historic interest.

Our ref: AS/24647



Date: 23 August 2019

20 Farringdon Street
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Mr Tim Howson
Maldon District Council
Princes Road
Maldon
Essex
CM9 5DL

Dear Mr Howson,

RESPONSE TO CONSULTATION ON THE DRAFT LIST OF LOCAL HERITAGE ASSETS IN MALDON (JUNE 2019)

Further to your letter dated 2nd July 2019 advising of the Draft Local List for Maldon and the opportunity to comment, please find below our response on behalf of our client the Mid Essex Hospital Services NHS Trust (MEHT).

As planning and heritage consultants, we have been instructed by our client to review the Draft Local List and provide comments on its contents insofar as it relates to St. Peter's Hospital in Maldon. In summary, our view is that whilst a number of buildings within the hospital complex do meet the criteria for local listing, this does not apply to all the buildings within the hospital complex, or even the entirety of the buildings that do meet the criteria.

We therefore request the text within the Draft Local List be amended to limit the local listing to three specific buildings – namely the principal building (with the clock tower) and Cherry Trees Resource Centre, as shown on the attached map. The inclusion of the Chapel is not challenged. We would also request inclusion of the attached map in the local list document for the avoidance of doubt.

These conclusions and subsequent request are based on the following assessment.

Background Information

St Peter's Hospital has been proposed for inclusion within the List of Local Heritage Assets in Maldon, which is currently a draft for consultation purposes. The associated Chapel is also proposed for inclusion. This follows the preliminary Local List (2012) which included these buildings for local listing. St Peter's Hospital is a large complex of nineteenth and twentieth-century buildings located between Spital Road and Highlands Drive to the west of Maldon's historic core. It was originally developed in 1873 as the Maldon Workhouse, before becoming an NHS Hospital in the twentieth century. The latter part of the twentieth century has seen extensive alteration to the complex, including the construction of a number of new buildings to the rear of the original Victorian range.

The original Victorian buildings of the Hospital are located within the Maldon Conservation Area, while the western extent of the site is excluded from the Conservation Area. The Conservation Area Appraisal (2006) highlights the principal Victorian range of the Hospital, which includes the clock tower as a 'major landmark' (pages 19 and 22) with Figure 71 identifying the principal Hospital building, and all extensions, and the Cherry Trees Resource Centre (administration block) as 'Positive' buildings in the Conservation Area. The Chapel is

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also identified as a Positive building, albeit of a higher order. The remainder of the buildings within the site are identified as 'Neutral'.

Previous Assessment Work

NHS Mid Essex have previously commissioned Savills to provide a detailed 'Significance Assessment' (2012) for the St. Peter's Hospital site which provided an appraisal of the history of the Hospital and an assessment of its significance. This is a comprehensive document and a summary of the relevant parts is provided below.

- The original workhouse buildings have 'considerable' local historical value and form a local heritage asset, when considered as a whole
- This is principally due to their historic use and community function, rather than their intrinsic architectural merit
- Elements of the buildings and site are of lesser significance
- Although the rear ranges are originally and represent the intended plan form, they are generally of lesser historic and architectural interest than the principal range
- The twentieth-century extensions and additions are of no historic or architectural interest

The Savills document stated that the buildings were included in the preliminary Local List and were considered to be non-designated heritage assets by Maldon District Council. They have now been proposed for inclusion in the current draft Local List which is currently subject to public consultation.

The Draft Local List

The local list entry includes the following description:

This hospital complex was erected as the Maldon Poor Law Union Workhouse in 1873 to designs by Frederick Peck. It was constructed by a local builder, Ebenezer Saunders. It is built from red brick with stock brick bands and arches. It has a symmetrical front of three storeys, punctuated by short projecting gabled wings, with a central clock tower. Several of the original rear ranges also survive.

This is an accurate description of the principal and original hospital building. However, the precise extent of the listing is not apparent from the draft document. Due to the references to the 'original ranges' it is assumed that the local listing only applies to the principal range and the Victorian ranges to the rear of this, although this is not clear, and no plan is included in the local list document to confirm this.

The Chapel is described as follows:

This chapel was built in 1873, to designs by Frederick Peck, to serve the Maldon Poor Law Union Workhouse. It is constructed of London Stock bricks with red brick banding and has stone lancet windows and doorways. The roofs are covered in clay tiles. It is composed of a nave and an eastern apse. The building was used as mortuary during World War II.

The criteria for local listing (included on page 2 of the Draft Local List) states that the following are key considerations for determining whether a building is worthy of local listing:

- Age and integrity

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- Historic interest
- Architectural interest

Each of these points are expanded on in the document with more precise criteria provided for each of them. Although these criteria differ slightly from those proposed by Historic England in HEAN7: Local Heritage Listing, they do relate to the criteria for selecting listed buildings and are considered appropriate for the purposes of identifying and selecting buildings of local interest.

Discussion and Assessment

The principal building and extensions date from 1873 and can be considered as 'reasonably complete and of good local architectural and historic interest' as confirmed by the Savills report. They therefore meet the criteria established by the Council. They also relate to the historic and social development of Maldon and possess architectural interest. The principal building and rear ranges therefore appear to meet the criteria and are worthy of inclusion in the local list. However, it should be noted that elements of these, such as the Girls' Laundry and Kitchen are of little inherent interest but do complement the wider hospital complex and aid the understanding of its historic interest and original plan form.

The Savills report also refers to the administration block which sits at the sites entrance as being good significance. Whilst part of the original hospital complex the building has been heavily altered in the 20th Century and has limited significance and is not as high a value as the principal building or chapel.

As identified in the Savills report there are a high number of later extensions and new build elements which were constructed by the NHS in the late twentieth century. These are of no architectural or historic interest and in some instances are determinantal to the significance of the Victorian ranges.

The Chapel was constructed in 1873 as an integral part of the wider asylum. It now serves a variety of community uses and is identified as a landmark building in the Conservation Area Appraisal. As an integral part of the original asylum, it is considered to be of local significance and meets the criteria set out in the Draft Local List document.

We therefore have the following recommendations, which we wish to be taken into consideration and the list amended where necessary when finalising the local list entry:

- Alteration to listing title to clarify that the local listing refers just to the principal building
- All buildings located outside of the Conservation Area should be excluded from the local listing
- All twentieth-century buildings (indicated on the Plans on Pages 60, 62 and 64 of the Savills report) should be excluded from the local listing
- All twentieth-century extensions to the principal buildings (indicated on the Plans on Pages 60, 62 and 64 of the Savills report) should be explicitly excluded from the local listing
- All single-storey twentieth-century extensions (not shown in the Savills report, but including the Former Boys' School and Workshops, the Dining Hall and the Laundry) should be excluded from the local listing
- The Cherry Trees Resource Centre/Administration should be excluded from the local listing

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- A plan should be included to identify the buildings that are included on the Local List and the extent to which the local listing applies to each building (see below and at Appendix A)

We would also ask that consideration is given to the exclusion of the Victorian rear ranges. Although it is accepted that these form part of the original complex and complement the principal building, they are of little architectural interest and have limited historic interest in their own right. Further information is provided on the plan provided as **Appendix A** which provides a mark-up of the buildings of higher significance (the landmark, original Victorian range), those of lower significance (the Victorian rear ranges) and those of no significance. We would ask that this is taken into consideration when finalising the local listing.

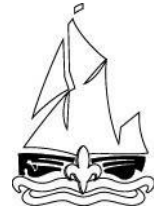
Please do not hesitate to contact me to discuss the above.

Yours sincerely,
for RPS Consulting Services Ltd

A handwritten signature in black ink, appearing to read 'Angela Schembri', with a stylized flourish extending from the end.

Angela Schembri
Planning Director
schembria@rpsgroup.com

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REPORT of DIRECTOR OF SERVICE DELIVERY

**to
STRATEGY AND RESOURCES COMMITTEE
17 OCTOBER 2019**

DENGIE GATEWAY PROJECT – BURNHAM-ON-CROUCH ‘HUB’ UPDATE

1. PURPOSE OF THE REPORT

- 1.1 To provide Members with an update on the delivery of a ‘Saltmarsh Coast Hub’ in Burnham-on-Crouch.

2. RECOMMENDATION

That Members consider the request of Burnham-on-Crouch Town Council for the creation of the ‘Burnham Observatory’ and instruct officers to progress this project subject to planning, liability and budget considerations.

3. SUMMARY OF KEY ISSUES

- 3.1 Members will be aware that a number of Saltmarsh Coast Visitor Information Hubs have now been installed on the District’s coast line as part of the Dengie Gateway Project. This includes the instillation of three information points, and smaller signage, in Burnham-on-Crouch.
- 3.2 It was envisaged to create a larger ‘Saltmarsh Coast Hub’ in Riverside Park owing to its potential as a visitor destination.
- 3.3 In July 2017 the Community Services Committee considered ideas submitted by the public and resolved:
- (i) That Project 2 – Woodland and Sculpture Trail is progressed by Officers;
 - (ii) That Officers carry out consultation with the local community and Town Council in respect of Project 2 and feedback to the Community Services Committee.
- 3.3.1 Funding suitable for the delivery of the Woodland and Sculpture Trail, was protected. This would include tree planting to create a very young woodland, a trail or pathway through the park with clearings and plinths for sculptures or artwork and an interactive park ‘App’ that can provide visitors with a virtual art / sculpture trail along with additional information and interactive functionality.

- 3.4 Burnham Town Council have advised they would like the ‘Burnham Observatory’ located at ‘sunset point’ in preference to the Woodland and Sculpture Trail.
- 3.5 The ‘Burnham Observatory’ was shortlisted in July 2017 but owing to land ownership, ongoing ownership of the structure, planning permission (which has not been sought) and maintenance it was not recommended.
- 3.6 It is now proposed that Members consider the request of Burnham-on-Crouch Town Council for the creation of the ‘Burnham Observatory’ and instruct officers to progress this project subject the necessitated permissions, planning, liability and budget considerations.

4. CONCLUSION

- 4.1 The Saltmarsh Coast Trail element of the Dengie Gateway Project has already delivered its objectives in Burnham with the instillation of innovative coastal signage.
- 4.2 The progression of the Burnham Observatory would deliver additional value for residents and visitors to the park and Town. It may require additional funding beyond that available from the remaining CCF funding which may be available from the Town Council and other partners.

5. IMPACT ON STRATEGIC THEMES

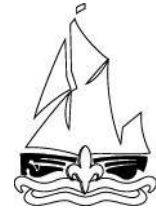
- 5.1 This proposal links to the Council’s strategic theme of supporting and encouraging tourism, promoting the District as a destination of choice and the promotion of active and healthy lifestyles.

6. IMPLICATIONS

- (i) **Impact on Customers** – It is hoped that the Burnham-on-Crouch Hub project will act as an attractive addition to the town and draw the local community and visitors to Riverside Park and the wider town.
- (ii) **Impact on Equalities** – None.
- (iii) **Impact on Risk** – There are no corporate risks associated with this report.
- (iv) **Impact on Resources (financial)** – The Dengie Gateway project is funded by the Coastal Communities Fund. The project identified will not significantly impact upon the existing revenue allocations.
- (v) **Impact on Resources (human)** – None.
- (vi) **Impact on the Environment** – None.

Background Papers: None.

Enquiries to: Jack Ellum, Tourism and Events Manager.



REPORT of DIRECTOR OF STRATEGY, PERFORMANCE AND GOVERNANCE

**to
STRATEGY AND RESOURCES COMMITTEE
17 OCTOBER 2019**

BRADWELL PLANNING CONSULTATION - FUNDING AGREEMENT

1. PURPOSE OF THE REPORT

- 1.1 This report informs Members of the initial funding agreement in place between Maldon District Council and BRB (developers of Bradwell B Nuclear Power Station) to fund the Councils work in supporting the Development Consent Order Process for Bradwell B.

2. RECOMMENDATIONS

That Members note the agreement that is now in place between Maldon District Council (MDC) and BRB for the period to 31 December 2019 covering MDC's resources to support the Development Consent Process for Bradwell B Nuclear Power Station.

3. SUMMARY OF KEY ISSUES

- 3.1 The proposed Bradwell B Nuclear Power Station is a Nationally Significant Infrastructure Projects (NSIP). NSIPs are large scale developments (relating to energy, transport, water, or waste) which require a type of consent known as "development consent". The Planning Act 2008 introduced a new development consent process for NSIPs which was subsequently amended by the Localism Act 2011.
- 3.2 To build a new nuclear power station a Development Consent Order (DCO) application must be submitted to The Planning Inspectorate (PINS). This process involves a significant period of consultation and can take several years to complete. A DCO automatically removes the need to obtain several separate consents, including planning permission and is designed to be a much quicker process than applying for these separately.
- 3.3 Whilst not the decision-making body in the DCO process, the Local Planning Authority (LPA) has a key role both as a consultee and in ensuring that the consultation is undertaken fully. The LPA in this application will be Maldon District Council. This is a resource intensive role if undertaken fully and diligently. The first stage of this will include attendance at a number of engagement and scoping meetings as the developer prepares for Stage 1 consultation. The LPA has a key role in

supporting the DCO process regardless of whether it is for or against the principles of the development.

- 3.4 Given the resources required to undertake this role, it is usual for the developer and LPA to enter into a Planning Performance Agreement (PPA). Further discussions will be held about this process with the developer, however, in the first instance an agreement has been reached between MDC and BRB for the developer to provide funding of up to £14,995 per month to support the role of MDC in supporting the DCO process. The initial agreement for a period of three months to the end of December 2019, has been agreed by letter (see **APPENDIX 1**).
- 3.5 The funding agreement is for the support of all planning meetings required within the period, and will be submitted as a monthly claim, backed up by timesheets. MDC will also be able to claim travel expenses.
- 3.6 In addition, MDC has agreed with BRB in principle that a sum of £5,130.66 can be claimed for resources used in support of the DCO process for the period of August and September 2019. An invoice will be submitted for this amount.
- 3.7 A further agreement will be negotiated for the period following December 2019. Further reports will also be brought forward in due course to give further details of the DCO process.

4. CONCLUSION

- 4.1 The initial agreement will cover the costs incurred by Maldon District Council in supporting the DCO process to the end of December 2019.

5. IMPACT ON STRATEGIC THEMES

- 5.1 The funding agreement will support the outcome of ‘Fair Funding proactively sought, Outcome led engagement and smart partnering’.

6. IMPLICATIONS

- (i) **Impact on Customers** – Support Customers to engage in the DCO process.
- (ii) **Impact on Equalities** – None.
- (iii) **Impact on Risk** – Financial risk of supporting the DCO process mitigated.
- (iv) **Impact on Resources (financial)** – Positive income, covering cost of resources.
- (v) **Impact on Resources (human)** – Enables additional resource to be commissioned as required.
- (vi) **Impact on the Environment** – None, directly, process will help to address environmental risks linked to the application.

- (vii) **Impact on Strengthening Communities** – The approach of the consultation is to provide communities with effective information to enable open and transparent consultation and feedback.

Background Papers: None.

Enquiries to:

Paul Dodson, Director Strategy, Performance and Governance, (Tel: 01621 854477).

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Funding Letter

Received 02-10-2019

Dear Georgina

Further to our discussions in August and the recent written correspondence, I write to agree with the level of resources to be provided to Maldon in 2019. This recognises that we will have a detailed discussion in November 2019 to look ahead and agree resources in 2020 onwards.

In August we verbally agreed that we will fund your officers' time spent engaging in the schedule of meetings during September to December 2019 (inclusive), up to a monthly cap of £14,995. This is calculated on the basis of the attendance of up to two officers per meeting, each spending up to 1.5 days of their time (i.e. 0.5 days' preparation, 0.5 days' attendance and 0.5 days' follow up) per meeting; applying the hourly rates (i.e. £85) set out in Essex County Council's framework for planning performance agreements. It assumes up to seven meetings per month - transport modelling, transport strategy, socio-economics, main development site, associated developments, planning oversight and communications. This equates to £1,785 per officer, per meeting as a maximum, although we would only be charged for time spent by officers up to the maximum. We will require evidence of the time spent by each officer on a timesheet basis, in support of each invoice. We have also made some provision for your time per month (up to £2,500), to engage with the Bradwell B Project team, again on a time spent basis demonstrated via timesheets. This was the basis on which a letter was issued.

Further to our discussion, and by way of an instruction to Andrew, the fee arrangement will allow for MDC to also bill us for costs incurred in September for up to £5,130. This is in addition to your costs that you can recoup during October to December (inclusive), which is covered by our email exchange below, plus reasonable travel expenses.

Carly Vince
Chief Planning Officer

EDF Energy - Nuclear New Build

90 Whitfield Street, London W1T 4EZ
(email) carly.vince@nmb-edfenergy.com

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REPORT of DIRECTOR OF STRATEGY, PERFORMANCE AND GOVERNANCE

**to
STRATEGY AND RESOURCES COMMITTEE
17 OCTOBER 2019**

APPOINTMENT OF REPRESENTATIVES ON LIAISON COMMITTEES / PANELS

1. PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to remind Members of the existing representatives on Liaison Committees / Panels and for new appointments to be made for 2019 / 20.

2. RECOMMENDATION

That the Committee appoints representatives to the bodies detailed below, for the ensuing municipal year.

3. SUMMARY OF KEY ISSUES

- 3.1 Following the recent changes to the Committee structure, agreed by the Council, it is necessary to review the representatives appointed to service on Liaison Committees / Panels. A review has been undertaken and Liaison Committees / Panels aligned from the old Programme Committees to the new main Committees.
- 3.2 Members are therefore asked to nominate representatives to serve on the following Liaison Committees / Panels, aligned to the Strategy and Resources (S&R) Committee, for the ensuing municipal year.

Body	Current Representative(s)	Change proposed from October 2019
Car Parking Task and Finish Working Group (Minute 588 – 17/11/15)	Councillors M F L Durham CC, A S Fluker, J V Keyes and Miss S White	Four Members from the Strategy and Resources Committee
Events Member Task and Finish Working Group (Minute 941 – 27/03/18)	Councillors E L Bamford, M F L Durham CC, A S Fluker, R H Siddall and Miss S White	Five Members from the Strategy and Resources Committee
Maldon Market Member Task and Finish Working Group (Minute 612 – 21/11/17)	Councillors E L Bamford, J V Keyes, Mrs M E Thompson and Miss S White	Four Members from the Strategy and Resources Committee
Recreational Avoidance and Mitigation Strategy Member Forum	Councillor Mrs P A Channer CC	One Member from the Strategy and Resources Committee

Body	Current Representative(s)	Change proposed from October 2019
River Crouch Coastal Community Team (Management Team)	Chairmen and Vice-Chairmen of the Community Services and Planning & Licensing Committees	Chairmen and Vice-Chairmen of the Performance, Governance & Audit and Strategy & Resources Committee *NB: This body aligns with both the Performance, Governance & Audit and S&R Committees
Waste Member Task and Finish Working Group (Minute 945 – 27/03/18)	Councillor E L Bamford, M F L Durham CC, A S Fluker and Miss S White	Four Members from the Strategy and Resources Committee

Background Papers: None.

Enquiries to: Tara Bird, Committee Services Officer, (Tel. 01621 875791).