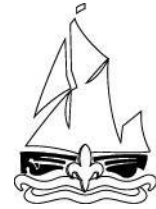


CIRCULATED PRIOR
TO THE MEETING



**REPORT of
DIRECTOR OF SERVICE DELIVERY**

to
**CENTRAL AREA PLANNING COMMITTEE
19 OCTOBER 2022**

MEMBERS' UPDATE

AGENDA ITEM NO. 7

Application Number	22/00820/FUL
Location	The Promenade Park Park Drive Maldon Essex
Proposal	Use of a defined area of Promenade Park for concessions in temporary structures (such as gazebos, tents, shepherd huts or small motorised vehicles) to support seasonal attractions between April and October inclusive between the hours of 10am and 10pm
Applicant	Maldon District Council
Agent	Mr Paul Calder – Real8 Group
Target Decision Date	11.10.2022
Case Officer	Kathryn Mathews
Parish	MALDON EAST
Reason for Referral to the Committee / Council	Council application relating to Council owned land Call-in by Councillor Swain for the following reason(s): so that its implications can be considered in detail by Committee. Policies N1 and N3 are both affected.

7. CONSULTATIONS AND REPRESENTATIONS RECEIVED

7.3 Internal Consultees

Name of Internal Consultee	Comment	Officer Response
Strategy Team	Support the proposal as it complements the existing offers in the park and gives choice and variety for all ages of customer. The concessions offer supports local businesses that are noted as Maldon Bookshop and food and drink businesses on the High Street and in and around	Noted.

Name of Internal Consultee	Comment	Officer Response
	<p>the District. This supports Policy E5 Tourism and Strategic Policy S5 Maldon and Heybridge Central Area Masterplan SPD projects in the Leisure Quarter to improve visitor attractions and the offer in the park during the popular summer months between April to October.</p> <p>The Strategy Team also support the application to realise Corporate Outcomes in the Place, Community and Prosperity Strategies to deliver:</p> <ul style="list-style-type: none"> • the projects within the Maldon & Heybridge Central Area Masterplan SPD for improved visitor offer and attractions in Promenade Park, within the defined 'Leisure Quarter' • increased visitor and community spend in one of the Council's Flagship Open Spaces and, • promoting tourism in the District as a major factor of the local economy and in support of local businesses <p>The recent LUF (Levelling Up Fund) at Hythe Quay/Promenade Park and part of the UKSPF Investment Plan have at their heart, support for projects and local businesses that contribute to the District's tourism offer, community attractions and its High Streets. A key Policy requirement of Policy S5, LDP is to encourage High Street shoppers to the Leisure Quarter and visitors to Promenade Park to walk up to the High</p>	

Name of Internal Consultee	Comment	Officer Response
	<p>Street via Hythe Quay. This proposal will help to cross fertilize the retail offer on the High Street with the recreational and tourism offer within one of the District's Flagship Open Spaces and most visited attraction at Promenade Park.</p>	