



Car Park Strategy

June 2025

maldon.gov.uk

Where Quality of Life Matters'



Background

The Maldon District is one of the most rural areas of the southeast and ranked highly for quality of life.

This makes the district an attractive place to live, work and visit, with an expected 10% growth in population by 2035; the local economy contains businesses in a wide range of sectors including manufacturing and engineering, specialist construction companies, food, and drink; whilst the tourism sector is boosted by an increasing number of visitors attracted to our coast and countryside and all it has to offer.

Travel within the district is largely reliant on the motor vehicle, due to its rural and coastal nature and fragmented bus and cycle networks. It is essential that as the population of the district continues to grow and its economy builds, we

monitor the impact of this growth and plan for the future; ensuring we meet the needs of those living, working, and visiting our town centres, coast and countryside.






In doing so, we will need to work with key partners such as Essex County Council, South Essex Parking Partnership, Town, and Parish Councils, to not only identify parking solutions which meets demand but also aligns with and supports the Maldon District Future Transport Strategy, our aspirations to be a carbon neutral District by 2050, and supports the priorities in the Council's Corporate Plan 2025-2028.



Purpose

The Car Park Strategy has been created to help us understand and evaluate our current position and identify opportunities that will allow us to provide a parking service which can meet local demand, now and in the future.

The strategy themes align with the Corporate Plan 2025 - 2028, and considers other strategies where co-benefits exist, in its delivery. The strategy is a working document, which will evolve with the changing landscape of the Council, district, and technology.

| Corporate Plan 2025-2028 Priorities | Supporting the needs of the district | Making best use of existing assets | Improve the customer experience | Support the climate action strategy | Identify opportunities |
|--|--|--|---------------------------------------|---|---------------------------|
|  Supporting our communities | ✓ | | | ✓ | |
|  Investing in our district | ✓ | | | ✓ | ✓ |
|  Growing our economy | ✓ | ✓ | | | ✓ |
|  Protecting our environment | | | | ✓ | |
|  Delivering good quality services | | ✓ | ✓ | | ✓ |

Purpose



Supporting the needs of the district.

Ensure that parking facilities align with the unique demands of the area, including residential, business, and tourism requirements, to promote accessibility and convenience for all users.



Making best use of existing assets.

Optimise the utilisation of current car parking spaces through strategic management, maintenance, and modernisation to maximise efficiency and minimise the need for new infrastructure.



Improve the customer experience.

Enhance parking services by integrating technology, clear signage, user-friendly payment systems, and well-maintained facilities, ensuring a hassle-free experience for users.



Support the climate action strategy.

Contribute to sustainability goals by encouraging the use of electric vehicles through EV charging points, promoting alternative transportation methods, and reducing the carbon footprint of parking operations.



Identify opportunities.

We will work with key stakeholders to identify opportunities for improvement, investment, and growth; ensuring we meet the increasing demand for parking in the right places; to support the growth of the local economy and benefit the wider community.

Maldon Car Parks

Maldon Town Centre is filled with independent shops, restaurants and cafés and is a short walk from the riverside and Promenade Park, it is the largest of the district towns.

There are six pay and display car parks in the town centre. White Horse Lane, Butt Lane, Friary Fields, and High Street East, provide 500 spaces, accessible 24/7, with a range of short and long stay options. Carmelite Way offers an additional 20 spaces for evening and weekend parking only. Princes Road, a short walk from the town centre, provides additional 100 spaces for weekend parking only.

Promenade Park offers parking all year round, with a maximum of 1500 spaces available during the summer season.

Current pay and display payment methods available are card payment and pay by phone.

A limited number of season tickets can be purchased through an online virtual permit platform.

APPENDIX 1

 **700**
Town Centre
parking spaces

 **8** **Pay and Display**
Car Parks

Season Ticket Holder Car Parks **3**

 **1500**
Promenade
parking spaces

 **Free unlimited**
parking for
disabled


1 **Leisure**
centre
car park 

 **4** **Coach**
bays

 **13**
Free 30
minute bays
in town centre


 **49**
Designated
disabled spaces

100
Season Ticket
Holders

 **8**
Parent and Child
Spaces

Pay by:
• Phone
• RingGo
• Card Contactless
• Card Chip and Pin
• MiPermit 

PCNs issued Maldon

 **2692**
2023/24
3086
2024/25

Burnham-on-Crouch Car Parks

Burnham-on-Crouch is in the Southeast of the district on the River Crouch. The renowned yachting centre of Burnham-on-Crouch was once a former oyster port. Visitors can enjoy the town's historical surroundings and the numerous activities on offer, which include walking, sailing and outdoor pursuits, as well as taking advantage of the town's growing reputation for high quality local produce.

There are three car parks, Foundry Lane, Millfield's, and Riverside Park, providing 100 spaces combined in these car parks. These car parks are free, with Foundry Lane and Millfield's restricted to 3 hours limited waiting.

These car parks are not located in the High Street but are close to amenities such as GP Surgery, Post Office, Pharmacy, Library, Leisure Centre, Riverside and Country Park.

The car parks are well used by residents with increased visitor usage during the summer months, sailing and carnival season.

The High Street offers plenty of free on street parking for the local community and businesses, including pubs and restaurants.

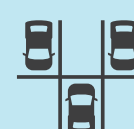


Free car park
unlimited waiting



2 Free car parks
3 hours limited waiting

1 Leisure centre car park



Free unlimited parking for disabled



6 Designated disabled spaces



PCNs issued Burnham 2023/24

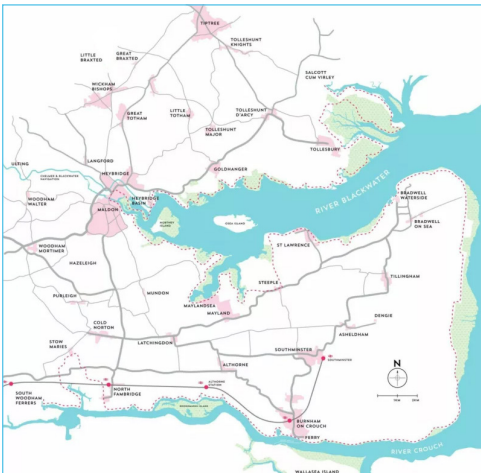
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PCNs issued Burnham 2024/25

73

Supporting the needs of the District

Ensure that parking facilities align with the unique demands of the area, including residential, business, and tourism requirements, to promote accessibility and convenience for all users.



We will:

- Deliver a good quality and reliable service, which offers a range of options to support the needs of our residents and visitors.
- Work with local businesses to understand and consider their parking needs, so we can support the local economy.
- Reduce the negative impact large scale events at Promenade Park has on residents by sourcing additional and alternative event parking solutions and improving event parking signage.

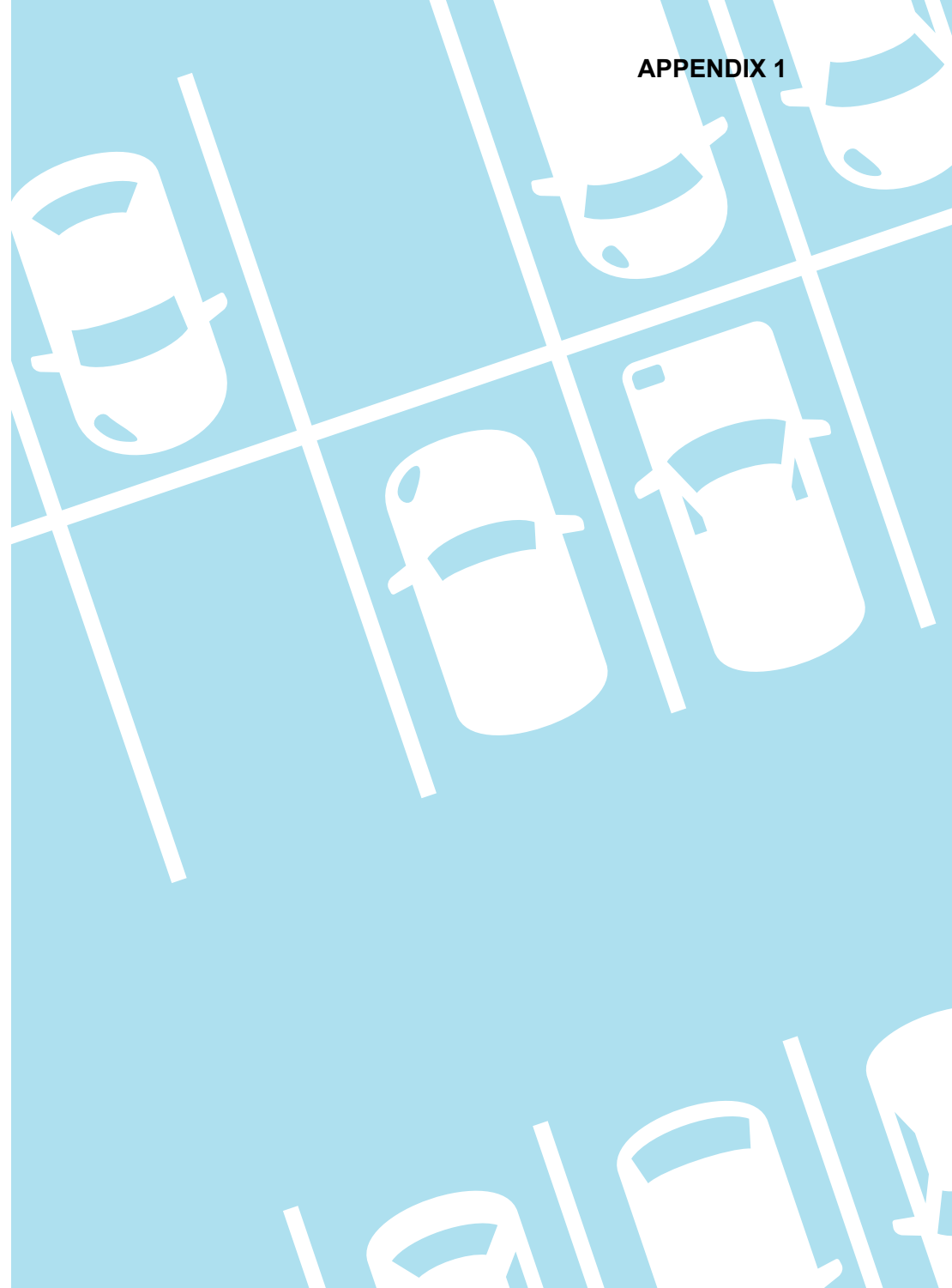


Make best use of existing assets

Optimise the utilisation of current car parking spaces through strategic management, maintenance, and modernisation to maximise efficiency and minimise the need for new infrastructure.

We will:

- Use our parking data to monitor performance and usage to enable informed decision making.
- Review and develop a range of parking charges to incentivise use and balance demand between sites.
- Review our season ticket and permit schemes to ensure these meet the needs of residents, local workforce and they are allocated in the right place.
- Improve signage, wayfinding, and communication to promote parking options and guide customers to the right car park.
- Seek opportunities to work with local stakeholders to gain insight and learn from the lived experience, helping us to shape our service.



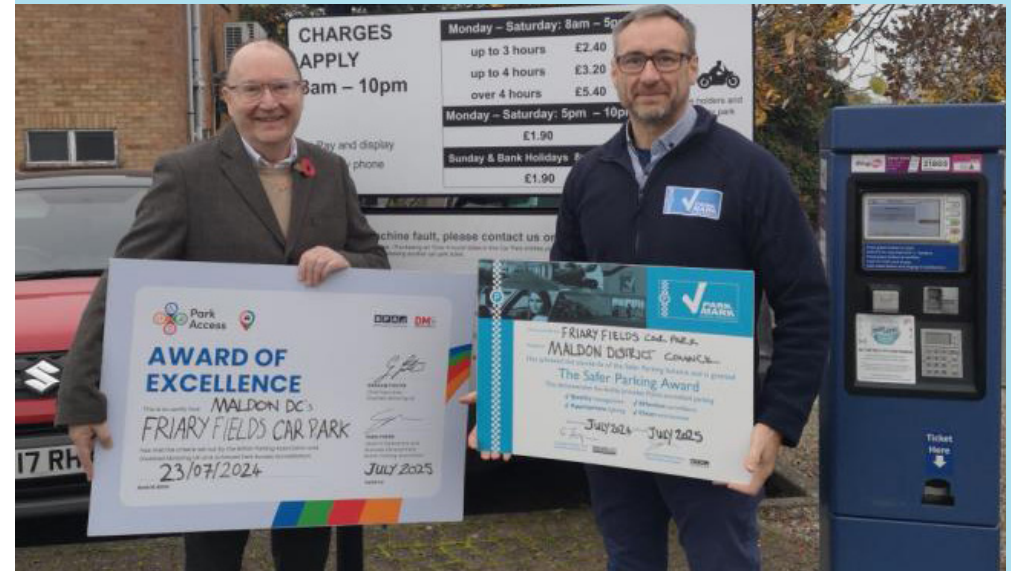
Improve Customer Experience

Enhance parking services by integrating technology, clear signage, user-friendly payment systems, and well maintained facilities, ensuring a positive experience for visitors.



We will:

- Maintain our car parks to the British Parking Association Industry Standard for Park Mark Award and Park Access Accreditation. <https://www.britishparking.co.uk>.
- Invest in infrastructure, improve and maintain surfaces, and bay markings.
- Maintain suitable provision for Blue Badge holders.
- Identify improvements and changes to provision, such as larger bay sizes.
- Use technology to deliver modern methods of payment, such as ANPR, account-based parking for regular users, parking apps.
- Provide clear, easy to read information in all our car parks and across our digital channels.
- Encourage feedback for service improvements.



Support the Climate Action Strategy

We aspire to be a carbon neutral District by 2050 and want to give residents, businesses, and visitors the choice and opportunity to make greener, less harmful decisions.

We will:

- Improve directional signage to all our car parks to avoid unnecessary journeys.
- Work with local businesses to reduce their carbon footprint by encouraging use of greener modes of transport for deliveries and use of the Clean Air Route.



- Increase provision of motorcycle and cycle parking to encourage greener modes of transport.
- Explore Active Travel options, such as the British Parking Associations **Park Active Scheme**.

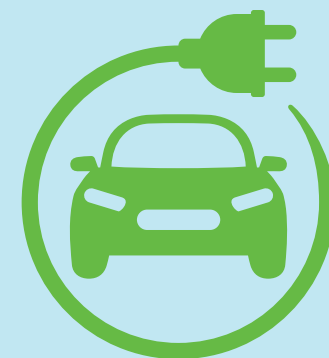
- Work in partnership with existing services, such as the free bus service provided by Tesco via a Section 106 agreement, to promote park and ride from outside of the town centre.



Park and Ride



- We will explore a range of options available for EV charging points in our car parks across the district, including provision for electric council owned vehicles, ensuring we have **The Right Charger in the Right Place** (Essex Highways 2023-25).



Identify Opportunities

We will work with key stakeholders to identify opportunities for improvement, investment, and growth; ensuring we meet the increasing demand for parking in the right places; to support the growth of the local economy and benefit the wider community.

We will:

- Consider consolidating suppliers to improve terms, technology, and benefit from economies of scale.
- Focus on feasible solutions, using Maldon to trial any changes before rolling out district-wide.
- Improve access and parking for coaches and blue badge holders at Promenade Park Coach Park.
- Create business cases for land identified as suitable for disposal to create income for parking solutions.
- Identify land to enhance and support our events parking provision.
- Explore expansion of existing parking assets where demand is high.
- Identify opportunities to add parking provision on outlying sites, attracting visitors to other areas of the district, enabling active travel, and enhancing the visitor experience.



Summary

The common theme running through the strategy is to provide a good quality service, which is efficient, accessible and offers a range of options that represent value for money and supports the local economy to thrive.

To do this we will:

- Regularly monitor performance and address any issues in a timely manner, for service continuity
- Complete annual reviews to inform fees and service improvements
- Seek customer feedback to monitor user experience and levels of satisfaction
- Maintain and invest in our car parks, including infrastructure and new technology
- Review and update the strategy in line with local government changes
- Work in partnership with internal and external stakeholders to support the delivery of our Corporate Priorities.
- Upgrade existing EV charging and implement new provision within our car parks

Delivering the strategy will be a mixture of business as usual activities to ensure a good quality service and longer- term projects to enhance and improve the service for the future.

For more information contact:
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maldon.gov.uk

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