



**REPORT of  
DEPUTY CHIEF EXECUTIVE**

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**to  
STRATEGY AND RESOURCES COMMITTEE  
12 JUNE 2025**

**PROMENADE PARK MANAGEMENT PLAN**

**1. PURPOSE OF THE REPORT**

- 1.1 To seek approval and adoption of the Promenade Park Management Plan (the Management Plan) at **APPENDIX 1**.
- 1.2 To consider and approve the Investment Plan as set out at **APPENDIX 2**.
- 1.3 To note the proposal to bring forward the longer term Projects related to the provision of a Visitor Centre, Destination Hub and wider catering Offer as a separate report.

**2. RECOMMENDATIONS**

- (i) That the Promenade Park Management Plan at **APPENDIX 1** be approved;
- (ii) That the Projects and Funding to deliver the projects from the Promenade Park Management Plan at **APPENDIX 2** and summarised at paragraph 4.4 below, be approved of £144, 00 one off Revenue, £8,500 ongoing revenue and £1,136,00 capital;
- (iii) That the longer term projects be noted, with further detailed reports coming forward to this Committee for consideration.

**3. SUMMARY OF KEY ISSUES**

**3.1 Background**

- 3.1.1 The Council has developed a Management Plan for Promenade Park, our biggest flagship park, attracting some 500,000 visitors a year, and has taken the feedback from the public and visitors to inform the final plan which is before Members.
- 3.1.2 One of the key aims of the Management Plan is to set out our vision for the park and outline how Maldon District Council will maintain and manage Promenade Park in the short to medium term (two to five years). This approach will create a framework to support decision making and delivery of the Council's other policies and strategies, such as our Commercial Strategy, Events Strategy and Strategic Assets Strategy.
- 3.1.3 The Management Plan has been written as a working document to ensure that Promenade Park continues to be maintained and enhanced to meet the needs and expectations of the local community and visitors to the area. This approach ensures that the Council is being transparent and accountable for its management of, and investment in Promenade Park for the short to medium term, whilst forming the

foundations for a future Strategic Plan that will set out the longer-term vision and aims for the Promenade Park through a Culture and Heritage Strategy.

3.1.4 The Management Plan reflects the Council's intentions to have a robust evidence-based plan, which is strongly based on the feedback from the public to enable the authority to set out park-wide policies as well as informing management and operational decision moving forward. The public feedback has also informed the action plan to prioritise improvements and projects within the Promenade Park.

3.1.5 Specifically, the Management Plan sets out:

- **Where we are** - Providing a commentary on its current position.
- **Where we want to be** - Setting out a clear vision and objectives for the park.
- **How we get there** - Outlining a plan of action which will be informed through our public consultation.

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

### 3.2 Development of the Plan

3.2.1 The scope and vision for the Management Plan has been overseen and by the Strategic Assets Working Group and has been managed through the Council's Project Management Office.

3.2.2 The Management Plan has been strongly informed by a Public Consultation which sought to get a variety of views to inform the proposed action plan. Details of the public feedback have been summarised at pages 17-21 of **APPENDIX 1**.

3.2.3 The consultation was undertaken from 31 October 2024 to 2 January 2025. To make it as easy as possible for residents and visitors to take part, posters with a QR code were prominently displayed in the Promenade Park, and officers were also available to assist with completion. In total we received 432 responses.

3.2.4 There has been an overwhelming positive response from the public:

- 83% reporting that they would rate the Promenade Park overall as Good or Very Good.
- 73% reporting that access to wildlife and nature was the most important part of Prom Park, with the second most important being a place that supports health and well-being at 68%.
- 82% rated accessibility as good or very good, with cleanliness rated as 74%.

3.2.5 A summary of the public feedback has been included within the Management Plan and has been used to inform our action plan at pages 27-31 of **APPENDIX 1**.

3.2.6 The action plan sets out the projects that the Council:

- (i) is currently committed to fund and deliver, (pages 27-29 **APPENDIX 1**).
- (ii) has identified as potential projects in response to the public consultation feedback, *but are not currently funded* (Pages 30-31, **APPENDIX 1**).
- (iii) has identified longer term projects, which have their origins in the Central Area Master Plan (Page 31, **APPENDIX 1**) and are again *not currently funded*.

- 3.2.7 The Strategic Assets Working Group has supported a recommendation to this Committee to approve the Promenade Park Management Plan and has asked Officers to bring forward an investment plan for the unfunded projects within the Management Plan to enable Members to consider funding. This investment plan is set out in **APPENDIX 2**.
- 3.2.8 A separate report setting out details of the two proposed “longer term” projects set out will be brought forward for the consideration by this Committee. Due to the size of the projects, the levels of investment required, and the longer timescales for delivery, this separate report will include more detailed business cases, and proposals for initial feasibility studies.
- 3.2.9 The final version of the Management Plan at **APPENDIX 1** includes contributions from Steven Nunn, a former District Councillor and Local Historian, to whom the Council wishes to express its appreciation. A formal recognition of his contribution has been included within the Management Plan.

### 3.3 **Review of the Plan**

- 3.3.1 An annual review of the Management Plan will be undertaken and will be informed by feedback from the public and stakeholder. Whilst public feedback can be submitted at any time, we will undertake two targeted public surveys each year. One in the summer, and one in the winter to ensure a wide range of views are captured.
- 3.3.2 The outcome of the public surveys will be used to inform updates to the Management Plan, and importantly to inform any funding bids for projects or activities.
- 3.3.3 An annual report will come to this Committee to report on progress of the delivery of the Management Plan.

## 4. **CONCLUSION**

- 4.1 Significant work has been undertaken to develop a clear Management Plan for Promenade Park, which clearly sets out; where we are, where we want to be and how we get there.
- 4.2 The Management Plan includes the strong public feedback received, and the action plan reflects the areas of priority that the public has identified through improvements and projects.
- 4.3 This report seeks Members to:
- approve and adopt the Promenade Park Management Plan at **APPENDIX 1**;
  - consider a budget for the currently unfunded “potential project’s” within the Management Plan as set out in **APPENDIX 2**, summarised at paragraph 4.4;
  - note the proposals for longer term projects that will come forward as a separate report.

| <b>ONE OFF REVENUE COSTS</b> |   |  |  |                         |
|------------------------------|---|--|--|-------------------------|
|                              | <b>2025 / 26</b>  | <b>2026 / 27</b>   | <b>2027 / 28</b>   | <b>Total</b>            |
|                              | £59,000   | £63,000  | £22,000  | <b>£144,000</b>         |
| Projects                     | <ul style="list-style-type: none"> <li>• Free wi-fi</li> <li>• Community Engagement Officer</li> </ul>  | <ul style="list-style-type: none"> <li>• Biodiversity</li> <li>• Community engagement Officer</li> </ul>           | <ul style="list-style-type: none"> <li>• Community Engagement Officer</li> </ul> |                         |
| <b>ONGOING REVENUE COSTS</b> |   |  |  |                         |
|                              | <b>2025 / 26</b>  | <b>2026 / 27</b>   | <b>2027 / 28</b>   | <b>Total</b>            |
|                              |   | £8,500   | £8,500   | <b>£8,500 per annum</b> |
|                              |   | Ongoing Repair and Maintenance of projects   | Ongoing Repair and Maintenance of projects                                       |                         |
| <b>CAPITAL</b>               |   |  |  |                         |
|                              | <b>2025 / 26</b>  | <b>2026 / 27</b>   | <b>2027 / 28</b>   | <b>Total</b>            |
|                              | £720,000  | £416,000   | £0   | <b>£1,136.000</b>       |
|                              | <ul style="list-style-type: none"> <li>• Kiosk covered seating</li> <li>• Litter bins</li> <li>• Kiosk refurbishment</li> <li>• Celebration pathway</li> <li>• Project officer</li> </ul> | <ul style="list-style-type: none"> <li>• Outdoor gym</li> <li>• Nature trail</li> <li>• Project officer</li> </ul> | 0  |                         |

## **5. IMPACT ON PRIORITIES AS SET OUT IN THE CORPORATE PLAN 2025 - 2028**

### **5.1 Supporting our communities**

5.1.1 The Promenade Park Management Plan sets out a clear framework of how the Council will manage the park over the next three to five years, identifying the investments it is making to ensure it remains a high quality, free to use park, supporting health and wellbeing, social interaction, environmental benefits, heritage and culture as well as boosting the local tourism economy by attracting visitors to our district.

5.1.2 The projects contained within the Management Plan reflect the feedback from the public, who have clearly stated the improvements they feel are most important.

### **5.2 Investing in our District**

5.2.1 The approval of projects identified within this Management Plan will deliver significant benefits to residents and visitors to our parks and open spaces. The projects will

deliver improved facilities for the community, and the investment in the Promenade Park reflects the importance of it as a District wide asset.

### 5.3 Growing our economy

- 5.3.1 Continued investment in the Promenade Park will not only benefit our residents but will actively support tourism, and the wider economy, with local businesses benefiting from increased visitor numbers to the District.

### 5.4 Protecting our environment

- 5.4.1 The Management Plan actively supports this priority, including projects to support and increase biodiversity, support health and well-being, support climate action.

### 5.5 Delivering good quality services.

- 5.5.1 The Management Plan provides a three to five year plan to ensure that the high levels of satisfaction with the park are sustained through good maintenance and investment.

## 6. IMPLICATIONS

- (i) **Impact on Customers** – The adoption of the management plan, and the delivery of the projects in the action plan will ensure that the Promenade Park continues to be a high quality park, for both our residents and our visitors.
- (ii) **Impact on Equalities** – The projects will ensure that the improvements delivered are inclusive.
- (iii) **Impact on Risk (including Fraud implications)** – The Investment Plan at **APPENDIX 2** includes a budget for a project resource to ensure that any delivery risks are minimised. The projects will also be delivered in accordance with our Project Management Office, ensuring appropriate governance and oversight of delivery to reduce and mitigate any risks.
- (iv) **Impact on Resources (financial)** – The Investment Plan at **APPENDIX 2** sets out the financial investment required to deliver the Management Plan in full.
- (v) **Impact on Resources (human)** – The Investment Plan sets out the financial investment required to deliver the staffing resources to Management Plan in full.
- (vi) **Impact on Devolution / Local Government Reorganisation** – Adoption of the Management Plan will ensure that as we go into Local Government Reorganisation / Devolution we will have a clear plan and committed investment for the Promenade Park for the next five years.

#### Background Papers:

**APPENDIX 1** – Promenade Park Management Plan

**APPENDIX 2** – Promenade Park Investment Plan

#### Enquiries to:

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