

Title	Description / Outputs	
<p>Hythe Quay Improvement Initiative</p>	<p>It has been identified that the Hythe Quay area could be used for commercial activities such as specialist markets.</p> <p>We expect this concept to be developed and tested with Quay users and other stakeholders to understand practical issues this may raise and the viability of the scheme.</p> <p>Identify potential delivery options and solutions to barriers that would need to be resolved.</p>	<p>Hythe Quay is not appropriate for commercial activities such as specialist markets if they require any form of permanent or semi-permanent structures because they would compromise the operation of the maritime-related businesses there, would be out of keeping with the heritage townscape, and be affected by the regular flooding of the quay. A pop-up market with stalls that are put up and taken down on the same day could, in our opinion, be a success, albeit there is little support for the idea amongst stakeholders. Our view is that there is a case for undertaking a trial.</p>
<p>Destination Hub – combined visitor centre and specialist restaurant</p>	<p>There have been suggestions of a combined visitor’s centre which also replaces key infrastructure within the Promenade Park or close to Hythe Quay. Specialist restaurants and a potential marine heritage centre have all been suggested as potential usages for a new facility. It is believed that there are two separate offerings and that there is a need for both. We expect the successful bidder to understand stakeholders’ needs and ambitions, and develop a clear business case on what can be achieved either in 1 or 2 locations.</p> <p>Within the business case we expect information to be provided on likely delivery models to improve the chances of seeking funding.</p> <p>The final project document should also include :-</p> <ul style="list-style-type: none"> • Information on likely uses for the any buildings • Indicative costs related to any buildings • Outline design concepts • Potential commercial income 	<p>Our advice is that a “destination hub” that includes a visitor centre or heritage centre of size would be difficult to fund, would probably require a substantial revenue subsidy and would not be an attraction that would entice a large number of people to the area. An extension to the museum, alongside a wayfinding and interpretation system, is likely to be a better and more sustainable long term approach to telling the story of the area and encouraging visitors to move between the waterfront and the town centre.</p> <p>We advise against endeavouring to establish an exhibition-orientated maritime heritage centre at Hythe Quay for the same reason of lack of sustainability and also because it would have to take space from Cook’s Yard which would be better used for workshops</p>

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Visitor Moorings / Pontoon improvements	Explore the potential to improve facilities for visiting yachts / day boats to the Hythe Quay. What facilities would be required, what are the estimated costs of such facilities?	The large tidal range at Hythe Quay, giving a limited window of access to yachts, and reluctance of owners of modern yachts to rest them in mud, means that Hythe Quay / Promenade Park is unlikely to be a significant destination for visiting craft and that there would not be a return on investment in substantially improving facilities for them. The Maldon Harbour Improvement Commissioners have submitted plans for moderate improvement to the current pontoon which seem to be a pragmatic way forward.
St Mary's Church Community Hub	St Mary's Church wish to create a sustainable use for their community facility and wish to explore options to make sensitive improvements to a historic site. We expect the successful bidder to understand stakeholders needs and ambitions, and develop a clear business case on what can be achieved	A project to repair St Mary's Church and make it more flexible so that it can be used more easily for events like musical and theatrical performances, and exhibitions, would be a useful addition to the range of facilities in the area.
Maldon Museum Improvement to accommodation	The Maldon museum is a Council owned facility that is operated by the Maldon Museum. Consider future options for delivery of this service either stand alone or as part of a heritage or visitor centre.	Extending and modernising Maldon District Museum, and employing a curator – manager. Maldon District Council (MDC) should help the museum to take a wider role in conserving and telling the whole Maldon story, including the maritime heritage

Table 1 (Description & Outputs)