



High Streets Task Force Case Study: Maldon District Council Maldon High Street

August 2020

COVID-19 High Street Recovery Project

Maldon High Street

There are over 100 shops and businesses on Maldon High Street. World-class food producers such as Maldon Salt and Wilkin & Sons Tiptree Jams flourish in the Maldon District. Some attribute it to our local microclimate, and others to the passion of local farmers and food producers. Whatever the reason, the Maldon District is very proud of its gastro menu. From independent restaurants and tea rooms, to celebrated vineyards and micro-breweries, there is plenty to satisfy any appetite. The town centre has numerous historical sites and listed buildings, as well as a wide range of independent shops, restaurants, pubs and cafés for you to explore. On the high street, there is a good balance between popular stores and smaller independents, which include artisan and specialist shops, traditional butchers, bakers and more. Both local and international cuisine is available from various venues throughout Maldon.

Maldon High Street is located in the Maldon District which is known nationally and across the world for its connections to the Saltmarsh Coast and for its rich maritime heritage. The iconic Thames Sailing Barges, Maldon Sea Salt, Burnham Week and the Maldon Mud Race are just some of the recognisable connections which support a strong local tourist economy. The district has more than ten nature reserves, most of which are located along its coastline. From islands, wood and meadows, to shell banks, lakes and marshes, you can experience our diverse habitats which provide homes for internationally recognised flora and fauna.

The goal for Maldon High Street is that residents and businesses will benefit from healthier and more prosperous streets, and that inequalities will be addressed.

During the recovery stage the challenge is for a low virus transmission rate, community safety and resilience, and increased health benefits from active travel. The key challenge is that Maldon does not go back into crisis stage. The goal is for a reduction in COVID-19 transmission rate locally; increase in number of pedestrians and cyclists; and regular guidance documents and comms published.

Post-pandemic transformation will see an increase in the number of people shopping locally with less reliance on commercialisation and more on the experience and local produce. Healthier neighbourhoods where walking and cycling are inclusive. Increase in local cultural identity. A sustainable High Street supporting decarbonisation, clean air, economic and social equality. With a goal of community use of shared space prioritised, increased walking and cycling. Reduction in respiratory illnesses and related hospital admissions.

Description of the project/initiative

Pre-Recovery Stage by 15th June

- Additional safety signage.
- Pedestrian management using volunteer network.
- Seek through partnership working the implementation of a 20mph speed limit in the High Street
- Develop opportunities to stagger shop opening times and relax licensing restrictions.

Recovery Stage 15th June onwards

- Working with stakeholders to widen pavements, to avoid queues and 'face to face' contact.
- Engaging further with Essex County Council to support the above by accessing the £9.1m funding allocated to Towns in Essex in the DfT Emergency Active Travel Fund
- Reduce the voluntary speed limit on the High Street to 10mph



One way High Street proposal:

The aim is to deliver a step change in cycling so that this becomes a principal mode of transport across our Town. Our ambition is to take cycling onto a par with Dutch towns by delivering a comprehensive integrated network between key destinations and where people live and access employment, and services. This will help ensure growth can be accommodated sustainably; with significant health and congestion benefits.

This proposal aims to provide safe and accessible links for cycling across the town region by undertaking the following key interventions:

- Remove one lane of the 600m carriage way which currently supports motor vehicles, and make the road one way.
- Deliver two way segregated cycle provision on the High Street of the highest quality to give a safe, direct, high capacity route that will attract non-cyclists, and link to the Leisure Quarter and Waterfront.
- Increase pavement space to support social distancing and safety from motorised vehicles.
- Create a direct, attractive link to the Waterfont and Heybridge using the off road foot and cycle path.



From this:

Now:



To this:



You can find out more information on our new web page:

<https://www.maldon.gov.uk/workingplace/>

See more pictures in our Recovery photo gallery:

<https://www.maldon.gov.uk/workingplace/photo-gallery/>

The team involved in the project/initiative

Role	Name
Project Owner	Richard Holmes
Project Manager	Tracy Farrell
Business Engagement	Jack Ellum
Pavement space / social distancing / signage / SPD CAMP	Jackie Longman
SAG / Risk Assessments / Police & Fire liaison / Traffic Management	David Burnham
Community Support / Volunteers	Ben Page
Tourism	Alexis Corless
Licensing / Food premises / Risk Assessments / EH	Damien Ghela
Communications	Russell Dawes
Planning	Matt Leigh
Business Support	Susan Hylands
Digital Marketing	Michael Marson
Public Health / Active Travel	Emily Fallon
Finance	Chris Leslie

Impact or outcomes

Communicating safety messages to increase consumer safety and confidence, to lead to increase footfall. But continued low transmission rate. Volunteers counted footfall to provide data to the national dashboard.



Please see "Recovery" above:

Change in prioritising the space for people and communities rather than motorised vehicles. Giving pedestrians more space to socially distance. NOTE: We are awaiting the outcome of the DfT bid to confirm that we can this project forward.



Advice for High Streets Task Force users

Maldon DC is a 2-tier authority, and therefore are heavily dependent on Essex County Council to prioritise Maldon for the DfT Emergency Active Travel Fund. Whilst MDC is in a strong position to meet the criteria of the fund, working through 2 separate governance processes and political entities is challenging. In addition the different organisations have different aims, objectives and priorities, and different visions of transformational activity.

At the heart of the transformation project is accessing DfT funding – the project is not likely to be delivered if funding not achieved. The “Lows” were that being a smaller authority in Essex, means that bigger towns are often prioritised.

“Highs” engaging with local residents and businesses who champion a one-way High Street to support this scheme. The HSTF resources were priceless in shaping the framework and providing advice on the route map.

Another high was the opportunity to work with the amazing ambitious and talented team at MDC.

Contact for Task Force queries

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Further details