

CASE STUDY

Project:	Promenade Park, Maldon
Client:	Maldon District Council
Project Type:	Splash park with re-circulating system
Project Value:	£250,000.00
Splash Pad Size:	550m2



The Background

Since it originally opened in 1895, Promenade Park, run by Maldon District Council, has been at the heart of community life and is the district's largest visitor attraction. Over time, however, the park had fallen into disrepair and certain areas needed urgent attention. A health and safety assessment of the park highlighted the need for additional lifeguard cover for an open air swimming lake but this was considered to be too expensive and therefore unsustainable.

The Challenge

It was felt that the public should have an alternative facility to compensate for the loss of the swimming lake but one which would not be prone to vandalism, was sustainable (i.e. not expensive to run or involving huge numbers of staff) and would give lots of play/fun value. It also needed to be in keeping with the park and fit in with other developments in the Valley area where the facility was constructed.

The Solution

Prior to considering a splash park, ways to mitigate the risk of operating the bathing lake were investigated, as were solutions which didn't involve any water play. After consultation with children and local residents it was felt that a splash park would offer a compromise between the original facility and the option of no water at all.

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Helen French, Liveability Project Leader at Maldon District Council and the person responsible for the enhancements to Promenade Park, explains why a splash park was chosen; “When we visited other splash parks the children seemed to love them. We felt it would be a real attraction to the park

for families, particularly those families that had previously used the lake. The Council was also conscious of wanting to ensure tourists returned to Promenade Park”. It was felt the water park (operated as a free facility) would be a huge draw to visitors.



SSP WaterPlay submitted a design for a 550m² splash pad including 15 fully interactive water features on a brightly coloured wet pour rubberised safety surface all run through a re-circulating water system. The design was accepted by the council as it met all the objectives and would deliver a truly exceptional facility packed with exciting features. SSP WaterPlay’s track record of successful splash park installations for many local authorities was also an important factor in their decision.

The Result

The Promenade Park regeneration scheme has been a huge success.

The park was awarded a Civic Trust Green Flag in recognition of the high quality of facilities on offer. Opened in July 2006, the new splash park was an instant success with over 15,000 visitors in the first 6 weeks alone.

As Helen French commented; “The success can clearly be judged by the positive feedback we have received (e-mails from the public and a visitor book collecting comments). It can also be judged in a number of other ways such as the number of people who said they would visit again, the number of people visiting from outside the district and the car park takings, which improved significantly between the month before the facility opened and the one after”.



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