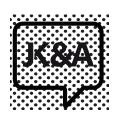
EXPLORING PROMENADE PARK, MALDON

WHAT WOULD MAKE
PROMENADE PARK MORE
WELCOMING TO GIRLS
AND YOUNG WOMEN?

JULY 2024











Julia King & Associates and Make Space for Girls would like to express their thanks to the amazing young women from The Plume Academy for sharing their experiences, insights and creativity with us; Maldon District Council and the Essex Police, Fire and Crime Commissioner for funding this work; the councillors and officers at Maldon District Council; and the staff at the Plume Academy for all their support.

This report reflects the views of 15 young women aged 13-14 on what would make Maldon's Promenade Park in general, and the area in and around the skatepark in particular, more welcoming to teenage girls. Each school selected /offered the opportunity to their young women and gender diverse students in year 9 and 15 young women participated. While these views shed light on some of their perspectives, this demographic is very diverse and has varied perspectives and experiences. Because of the importance of the skatepark to future plans for teen provision in Promenade Park the team also included Cassie Bertrand a young woman who is an active skateboarder with extensive experience using skateparks on her own and with other skaters.

Where this report refers to boys and girls, young men and young women, these categories refer to gender identities; we recognise that the concept of gender is not binary nor invariable or biologically determined, but, rather, socially constructed. Where such a framing is used we consider this to contribute to an evidence base consistent with the legal framework of the Public Sector Equality Duty under the Equality Act 2010, which requires public bodies to proactively consider (among other things) reducing discrimination in the use of public spaces - like parks - in binary terms. As such, sex-based data is important, whilst simultaneously acknowledging such data does not take into account the particular circumstances of transgender, non-binary and gender non-conforming young people.

Our hope is that by encouraging public bodies including all local authorities to consider potential discrimination in their decision-making we will make the case for more inclusive public spaces. In addition, while we primarily discuss age and gender throughout the report, we take an intersectional approach to our work acknowledging that other characteristics such as class, belief, race and disability also have an impact on experiences of public space.

INTRODUCTION

We asked 15 young women studying at the Plume Academy to tell us why public spaces like Promenade Park in Maldon mattered to them. Here are some of the things that they said:

"It's a place you should feel safe and welcome."

"A public realm is a place for you to socialise. It matters because you need to feel safe when you are out."

"I would like to see more inclusive spaces... more spaces girls may be able to go, without feeling judged."

"There's more to do if you [are] a boy so you would enjoy it more. Hence why you see more males in the park."

Parks form a vital component of public life, providing the opportunity for activity, social connection, interaction with nature, and community cohesion. But many young people do not use parks, and research shows that teenage girls use parks far less than teenage boys.

This project explored with a group of local teenage girls how Promenade Park could become a more inclusive place for them. As well as considering Promenade Park more broadly, the project focussed on the area in and around the skatepark. This area is important for local teenage girls because the skatepark in Promenade Park is a key element of the council funded, free to use, public realm infrastructure provided for teenagers.

The centrality of the skatepark to the teenage provision in Promenade Park is not unusual. Throughout the UK, provision for teenagers in parks is usually considered in terms of a relatively small range of facilities: skate parks, fenced multi-use games areas (sometimes called MUGAs) and other pitches and BMX or pump tracks. These facilities are often mandated in planning and similar documents. For example, in Appendix A to Maldon's Green Infrastructure Strategy Supplementary Planning Document 2019 skateparks and MUGAs are identified as "required" for Neighbourhood Equipped Areas for Play ("NEAPS). While no one actively sets out to make MUGAs and skate parks unwelcoming, in practice they are typically taken over by boys and young men.

In a 2023 survey carried out by Make Space for Girls, they found that 84% of the teenage users of skateparks were boys and young men. This finding was consistent with data from the UK's national skateboarding body (Skateboard GB) which found that 84% of skateboarders identify as male. In relation to the 16% of skateboaders who identify as female, academic research by Nottingham Trent University, published in 2023, commented that:

"... in order to be accepted into skate spaces, young women have to both 'prove themselves' to a masculine standard through demonstration of 'tricks' or overt resistance to pain when injured, and to present themselves as not stereotypically feminine."

When we asked teenage girls in Maldon about their experience of local parks they observed:

"Public spaces are typically more suited to boys' activities, meaning that when girls are in the public realm they feel left out."

"Some public spaces can be more stereotypically designed for boys eg skateparks."

There are lots of reasons why boys and men dominate outdoor skateparks (these are discussed in detail in the Nottingham Trent research). Many of these will take years to resolve: long term, managed girls only programmes; the emergence of local female skateboarding role models (local role models seem to have more impact than sporting heroes like Sky Brown and Lola Tambling); and changing beliefs around skateboarding and who is seen as an 'appropriate' skateboarder, will all be key.

But consciously rethinking the design of the areas in and around skateparks so that they are more welcoming to teenage girls will also be essential to making these areas more inclusive.

"There's a real opportunity for skateparks to be more inclusive for young girls, but it starts with reimagining the space. The designs of skateparks themselves make a huge difference in comfort levels skating there. I feel most comfortable when I can tell it was designed with people like me in mind." - Cassie Bertrand, a young woman skateboarder

As Councillor Richard Siddall, leader of Maldon District Council, said when launching consultation about enhancements to the Promenade skatepark in May 2024:

"Skateparks are more than just recreational facilities; they are vibrant hubs for exercise, creativity, and safe socialisation for young people. We are eager to hear from residents and visitors through this survey. Your insights will help us ensure that the redeveloped skatepark truly reflect the spirit and aspirations of our community. Let's work together to create spaces where young people can thrive, and everyone can enjoy the benefits of an active lifestyle."

An important part of this project therefore was to ask local teenage girls how the skatepark area in Promenade Park could become a place for exercise, creativity and safe socialisation for them. What could be done to reflect their spirit and aspirations and make that area a vibrant hub that attracts and values local teenage girls as part of the local community, as much as it attracts and values those who have, in the past, tended to dominate the skatepark area.



SUMMARY

This project worked with 15 young women aged 13-14 studying at the Plume Academy, Maldon (the Participants). It asked the Participants to explore what interventions in Promenade Park would make the park more welcoming to them, with a focus on the skatepark area.

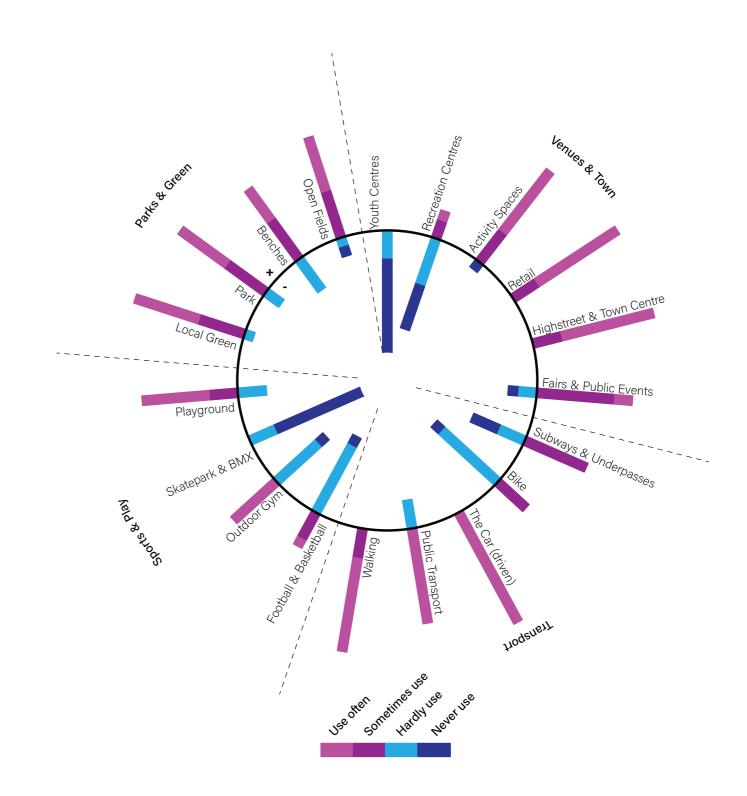
In terms of teen provision, Promenade Park has a skatepark with a shelter and a BMX/cycle track. Neither facility was identified by any of the Participants as something that would make them feel welcome in the park.

Through a series of extended workshops delivered over 3 days in July 2024 at the Plume Academy, we worked with the Participants to focus on "a space I would use".

The details of the workshops are set out in Appendix 1 to this report.

To ensure that we were truly foregrounding their needs, we discouraged the Participants from focussing on "a space for teenagers" or "an inclusive space for all". This is because asking about a "teenage space" often results in a focus on skateparks and pitches; and asking about an inclusive space results in a focus on kids playgrounds and accessibility for those with mobility impairments. As a baseline we asked the Participants to rate various common park facilities and ways of getting about and these were the results (see page 7).

While, as the graphic shows, the Participants used parks and green spaces more generally, the existing skatepark and BMX facilities were used very little. We would suggest that this should not, however, be taken to suggest a lack of interest among the Participants in being active on wheels! All of the Participants either enjoyed roller skating or were interested in trying it as an activity. The Participants explained that there was an indoor roller skating venue in Maldon, but with prices at between £11.50 and £13.95 this is an expensive option, and as a hang out space for teenage girls this indoor, pay to play, facility is not a comparable provision to the free outdoor skatepark. When visiting the skatepark in Promenade Park the Participants pointed out features of the skatepark that were designed to make it a better place to skateboard but caused problems for roller skaters (eg the lip at the top of ramps). This raises the question of whether any redesign of the skatepark could incorporate areas and facilities for roller skating.



As the workshops progressed and the Participants explored the idea of "a space I would use" the following key themes emerged:



A hang out zone: There was a strong desire for a place that was identifiably a place for teenagers, particularly teenage girls, to hang out, chill, and be sociable with friends. This idea was much more favourable to them than a place dedicated to specific activities (eq. sports). The skatepark (while well located) was not currently seen by the Participants as a place they would hang out. "We want to make it easier for girls to hang out without boys taking over our area."



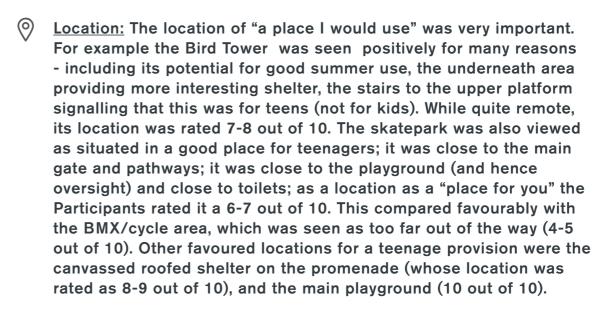
Seating: The Participants wanted a greater variety of seating options beyond a standard park bench. They wanted "an area of social seating with circular seats near the entrance to the park"; seating that was sociable so they could face each other describing that "curved or fun benches make it easy to talk in groups and with family"; and options to sit with friends or on their own for some quiet time, "because you might want to sit alone or with your friends without a random sitting next to you."



Shelter: The Participants described the importance of sheltered spaces. They rejected the existing skatepark youth shelter: while called a shelter it didn't provide shelter from weather; the seating wasn't really seating; it was small and enclosed, only allowing one group at a time to use it. The Participants spoke favourably about larger areas of shelter where several groups could be at the same time- the canvass shelter on the promenade was viewed very positively; wooden structures with comfortable seating, swing seating and better protection from the weather were proposed.



Swings: Promenade Park doesn't have any swings currently. The Participants included a range of swings/hammock options as part of their proposals. The swings were to be clearly intended for teenagers and older age groups, not suitable for little kids, with funky shapes and colours, arranged in social formations. "Swing set - fun and social", "Get rid of the existing shelter [at the skatepark] and replace it with a set of swings some of which is under cover; part shelter, some outside", "Put hanging seats around the skatepark pink, funky shapes, trapezoid."





<u>Lighting:</u> This was identified as critical especially during the winter months if a space was to be used after school. Lighting was needed both at particular sites, and along paths "so we can feel safe if walking around at night and if you are walking your dog."



Colour: Colour was seen by a number of the Participants as important to signal who was supposed to use a particular space: "Make the colours really girly so the boys don't want to hang out there."



Toilets: The toilets in the park were considered important but needed "a freshen up and regular clean up." Some of the Participants also noted the importance of providing a free dispenser with sanitary products for times when periods arrive unexpectedly (as often happens in teen years).



SITE ANALYSIS



RECOMMENDATIONS 1. ACTIVATING THE PARK

The Participants were invited to put forward their ideas for how to activate the park these included temporary and permanent interventions as "a space for me."

These included:

- 1. Social seating with natural elements
- 2. Non-traditional gym
- 3. A pop up cinema
- 4. Swings around a disco
- 5. Swinging chairs and tables
- 6. A dance floor
- 7. Improved toilets
- 8. Lit up swings including shelter
- 9. Lit up swings for groups of people
- 10. Shelter with seating
- 11. Netball court
- 12. Campfire set up
- 13. Social swings
- 14. Orb like swings
- 15. A natural maze
- 16. Social seating and fire pits
- 17. Hammocks
- 18. Improved lighting

Temporary events:

All the groups with the exception of one proposed a pop up cinema event. Most groups located this in the central green area and one group suggested a drive through at the car park. Other suggestions included fire pit nights, a dancing fundraiser, and fun (sports) days linking the cinema and the outdoor non-traditional gym.

The following pages outline all of the groups proposals:

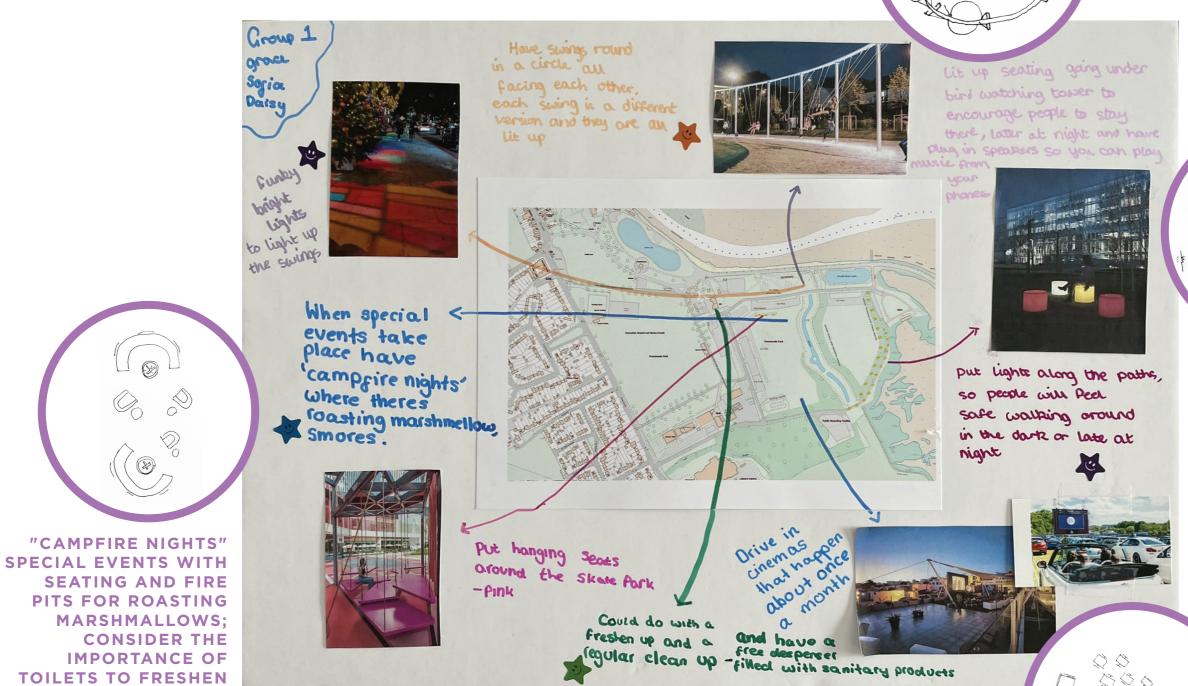


Illustration of all the groups proposals. Not drawn to scale.

RECOMMENDATIONS 2. INTERVENING IN THE PARK

1: GRACE, SOFIA, & DAISY

HANGING SEATS AROUND THE SKATEPARK (PINK, FUNKY SHAPES); AND SWINGS IN A CIRCLE ALL FACING EACH OTHER WITH FUNKY, BRIGHT LIGHTS LOCATED CLOSE TO ZIP LINE.



LIT UP SEATING UNDER
THE BIRD WATCH TOWER
TO ENCOURAGE YOUNG
PEOPLE TO STAY THERE
WHEN DARK INCLUDING
PLUG IN SPEAKER
TO PLAY MUSIC. AND
LIGHTS ALONG PATHS
TO FEEL SAFE WALKING
WHEN DARK.

TEMPORARY OUTDOOR CINEMA (COULD BE A DRIVE THROUGH).

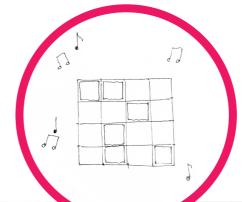
14

TOILETS TO FRESHEN UP AND INCLUDE FREE SANITARY PRODUCTS.

RECOMMENDATIONS

2. INTERVENING IN THE PARK

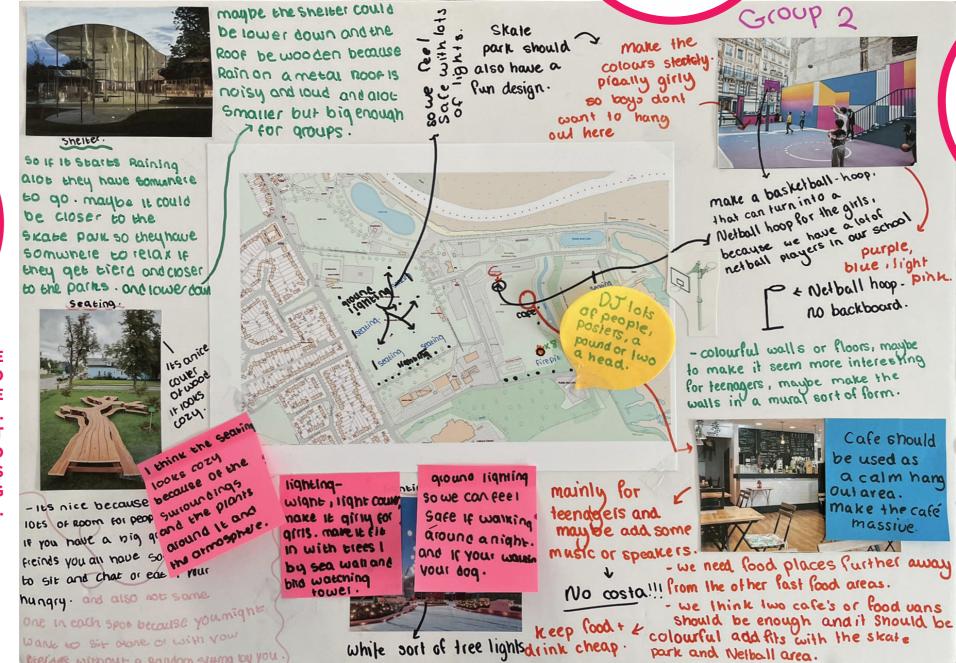
2: SOPHIA & PEYTON

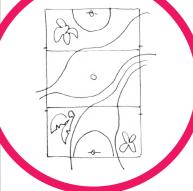


TEMPORARY DISCO
/ DANCE FLOOR FOR
AN EVENT WHICH
COULD HAVE A DJ
AND BE USED AS A
FUNDRAISER.

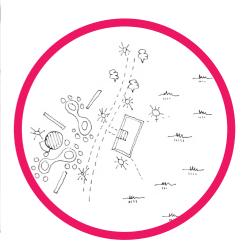


SHELTER TO HAVE
SOMEWHERE TO
GO, CLOSE TO THE
SKATEPARK.
A PLACE TO RELAX, IT
SHOULD LOOK FUN AND
ALSO "GIRLY SO BOYS
DON'T WANT TO HANG
OUT THERE".





NETBALL COURT AND MAKE IT COLOURS TO APPEAL TO GIRLS.
LOCATED NEAR THE SKATEPARK, WITH BRIGHT FENCING SO IT LOOKS LIKE A MURAL FROM A DISTANCE.



CAFE BY THE BIRD WATCHING PLATFORM AND GROUND LIGHTS ALONG THE PATH AND ILLUMINATING THE TREES.

RECOMMENDATIONS 2. INTERVENING IN THE PARK

3: EMMI, EVIE & POPPY

A NATURE MAZE **LEADING TO THE BIRD TOWER INCLUDING SEATING WHICH WOULD BE DOTTED AROUND** THE PARK.



IN GENERAL WANT **CHILL ZONES WITH SEATING AND SHELTER.** FOR EXAMPLE, WOULD LIKE TO ADD TO THE BIRD WATCHING **TOWER LIGHTING AND SPEAKERS TO AMPLIFY NATURAL SOUNDS (NOT** FOR PLAYING MUSIC) WITH COMFY SEATS SUCH AS HAMMOCKS.



NEW TOILETS BECAUSE EXISTING TOILET, "SMELLS, CRACKS/ BROKEN, COLD, DIM, DARK, DAMP, AND **UNWELCOMING.**" WANT CLEANER AND **BRIGHTER, WELL** LIT, WITH BETTER **MATERIALS SUCH AS** MIRRORS, COLOURS AND

FAKE PLANTS.

AN EVENT- SUMMER **SATURDAY- FREE**

OUTDOOR CINEMA, "DISNEY VIBE" ON

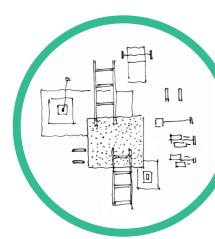
IN THE PLAY ZONE "A SWING VIBE" WITH 8 SWINGS, LIT UP WITH PINK LEDS ON THE FRAMEWORK. **INCLUDING SPEAKERS** TO PLAY MUSIC THERE.

RECOMMENDATIONS

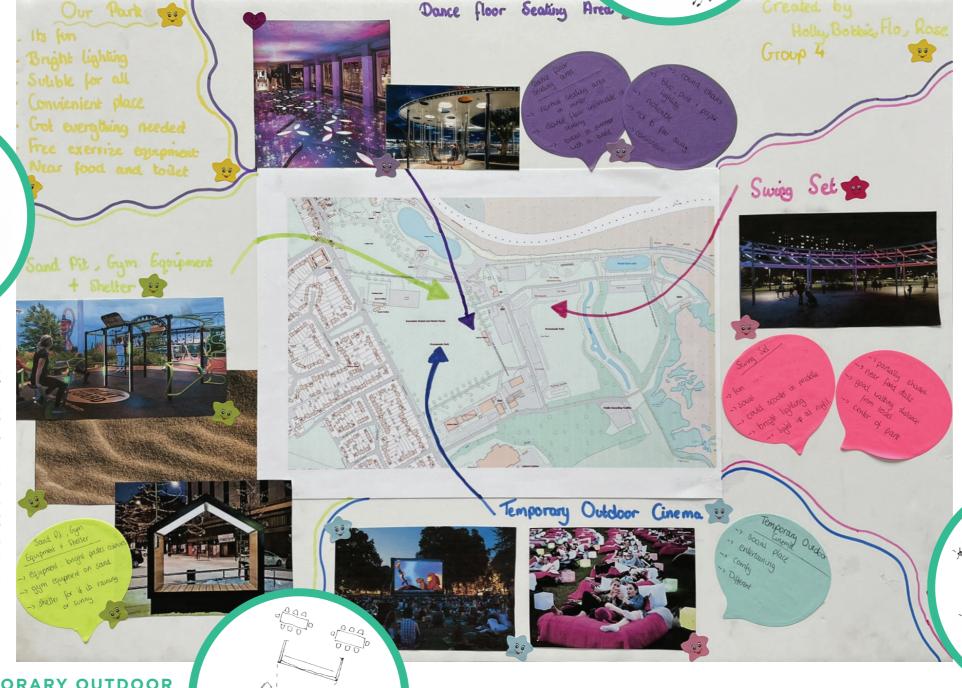
2. INTERVENING IN THE PARK

4: FLORENCE, ROSE, BOBBIE & HOLLY

FUN SOCIAL SWINGS, WITH A DISCO OR SCOOTING IN THE MIDDLE. BRIGHT LIGHTING (ALL NIGHT), PARTIALLY SHADED, NEAR FOOD STALLS, A SHORT WALKING DISTANCE FROM TOILETS AND IN THE CENTRE OF PARK.



A PLAYFUL GYM
AROUND A SANDPIT,
WITH BRIGHT
COLOURED EQUIPMENT,
NOT ABOUT HEAVY
LIFTING. LOCATED BY
THE TENNIS COURTS.
EQUIPMENT SUCH AS
MATS, YOGA BALLS
SHOULD ALSO BE
AVAILABLE. SHELTER IS
NEEDED NEARBY FOR
WHEN ITS RAINING.



REPLACE EXISTING
SHELTER BY THE
SKATEPARK WITH A
SET OF SWING SEATS,
SOME OF WHICH
UNDER COVER/PART
OF SHELTER, SOME
OUTSIDE.

21

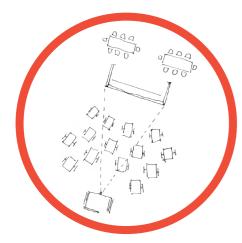
TEMPORARY OUTDOOR
CINEMA THAT IS
ENTERTAINING, COMFY,
AND DIFFERENT. FUN
DAYS COULD LINK THIS
EVENT TO THE GYM.

RECOMMENDATIONS

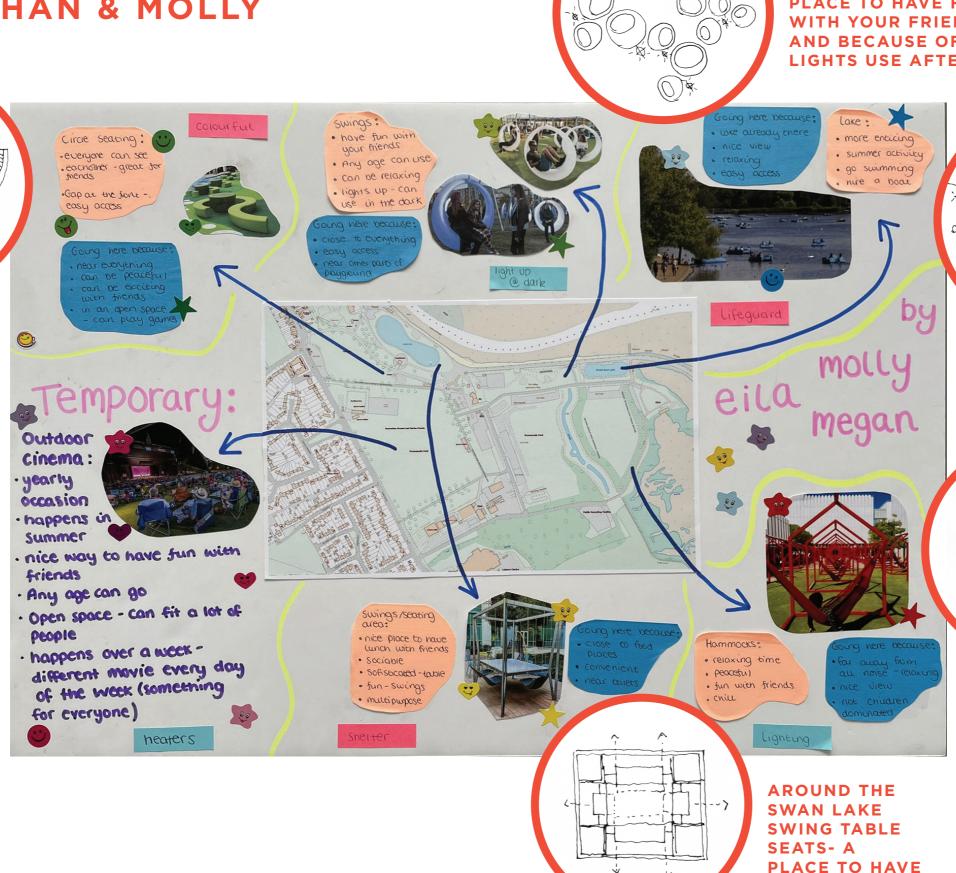
2. INTERVENING IN THE PARK

5: EILA, MEGHAN & MOLLY

CIRCULAR SOCIAL
SEATING NEAR THE
ENTRANCE TO THE
PARK. A PLACE
WHERE EVERYONE
CAN SEE EACH OTHER,
GREAT FOR FRIENDS
TO GATHER TO BE
PEACEFUL OR PLAY
GAMES.



AN OUTDOOR CINEMA
WEEK WITH A
DIFFERENT FILM EVERY
NIGHT. IN THE SUMMER
THIS WOULD BE A NICE
WAY TO HAVE FUN
WITH FRIENDS.



ORB STYLE SWINGS
NEAR THE ZIP LINE
WITH FAIRY LIGHTS. A
PLACE TO HAVE FUN
WITH YOUR FRIENDS,
AND BECAUSE OF
LIGHTS USE AFTER DARK

LUNCH WITH

FRIENDS.

TRAIL OF LIGHTS
TO LEAD YOU TO
THE BIRD WATCHING
TOWER.

HAMMOCKS UNDER THE BIRD TOWER, LIT UP WITH CREATIVE LIGHTS. A NICE VIEW AND A GOOD PLACE TO RELAX, BE PEACEFUL WITH FRIENDS AND CHILL. A PLACE TO BE FAR AWAY FROM NOISE AND A PLACE NOT CHILDREN DOMINATED.

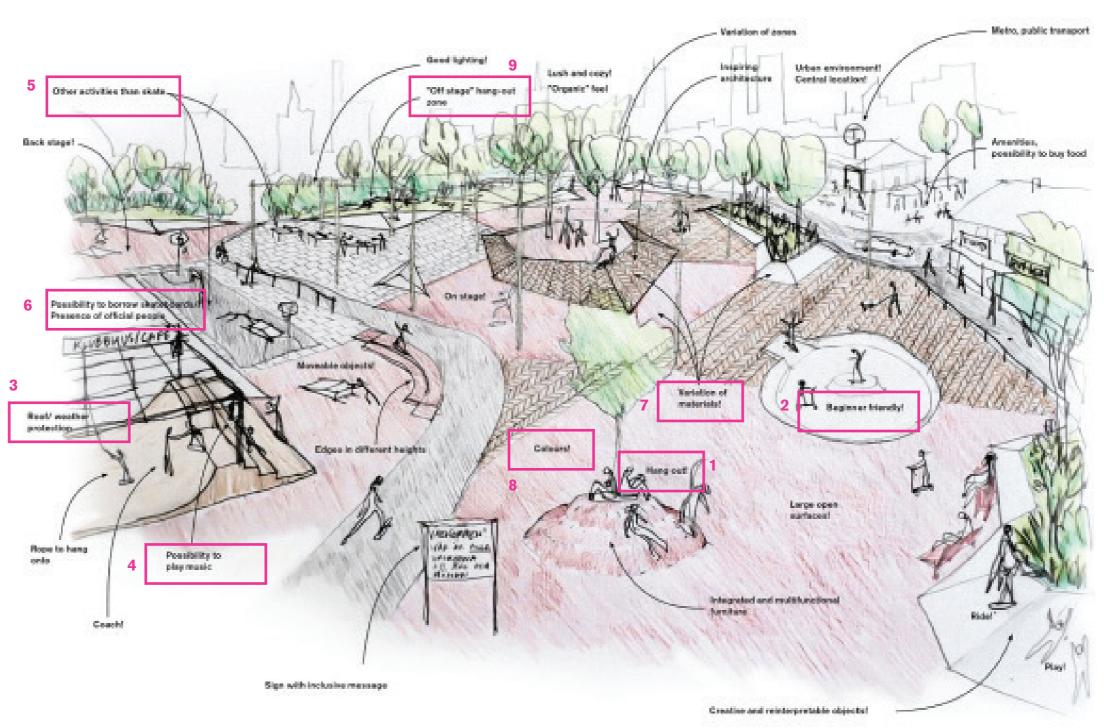
RECOMMENDATIONS 3. THE SKATEPARK

Particular attention was paid to the skatepark. Nobody in the group used the park although many expressed that they would like to. During multiple discussions on how this could be a space they would use a series of suggestions were made:

These included:

- 1. Hang out spaces in and around the park;
- 2. Beginner friendly areas;
- 3. More and improved shelter;
- 4. The possibility to play music;
- 5. Other activities other than skateboarding such as roller-skating in the area and other activities such as netball close by;
- 6. The possibility to borrow equipment such as a skateboard to 'try it out';
- 7. More appealing space through interesting materials;
- 8. And more fun colours to make the place more appealing and signal that this is a place for everyone.
- Finally, and the most emphasised proposal included the removal of the existing shelter and its replacement with a radically different approach, addressing comfort, protection from weather and suitablity for multiple groups.





To illustrate the participants recommendations we are referencing a project by White Arkitekter. The illustration is by Fredrik Angner, for more information on their work on inclusive design contact https://whitearkitekter.com/

ASSESSMENT AND FEEDBACK

We asked the Participants to complete a feedback form about their experience in the project, Appendix 2 is a summary of the Participants' feedback.

The key takeaways were:

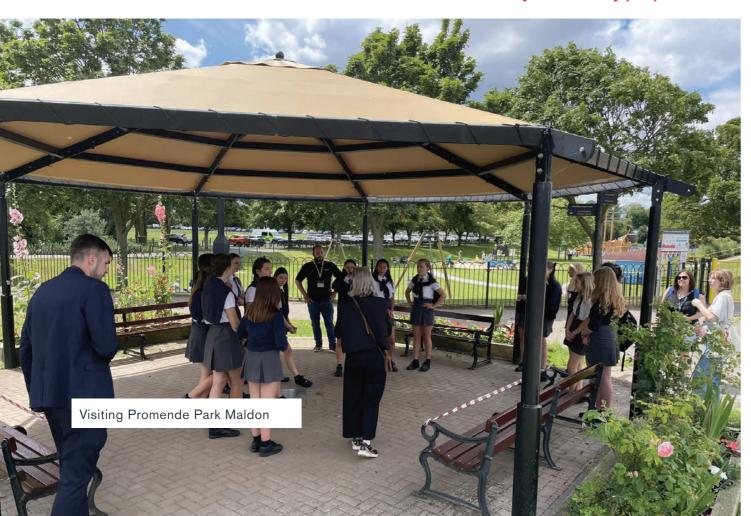
- 80% of the Participants felt that they had been listened to, their thoughts taken seriously, and 100% that they had been given an opportunity to explain what a "place for them" in Promenade Park would be like.
- 90% of the Participants felt the sessions gave them more confidence to talk about what feels safe in Maldon and why.
- 87% of the Participants would like to have more opportunities like this.

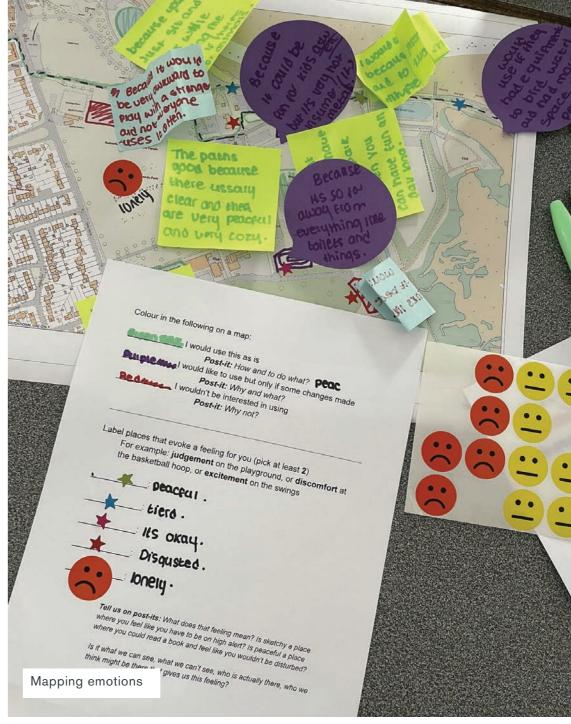
The final point that we would highlight is the response of the Participants to the last question on the feedback form: Do you think there will be change in Promenade Park as a result of the work you have done?

There was a mixed response to this question with 53 % of the Participants saying that they thought there would be change and 47% being unsure about this.

While throughout the responses there was real enthusiasm that there would be change there was also some scepticism. We would like to hope that the observation of the following Participant will turn out to be prescient:

"I do think our ideas will be acted on and our ideas have been left in the hands of very trustworthy people."







APPENDIX 1: WORKSHOP STRUCTURE



WORKSHOP 1

An introduction to public space: what counts Walk round Promenade Park, focussing on as public space and why does it matter. Using collaging and Zines to explore the Participants' initial ideas on the following themes:

- What is the public realm and why does it matter, generally and to you?
- What would you like to see in the public realm?
- Does how you experience the public realm differ depending on your gender?

Quick fire exercise during which the Participants categorised various spaces and modes of transport by reference to frequency of use.

Mapping session using large scale map of Maldon including Promenade Park to identify leisure spaces under the following categories:

- Spaces that they use;
- Spaces that they don't use and don't want to use
- Space they don't use but might want to use.



WORKSHOP 2

the play and social facilities, access, and rating places by reference to "does it feel like a place "for me""

On return to school, working in groups to map the park revisiting the questions asked previously:

- Spaces that they use;
- Spaces that they don't use and don't want to use
- Space they don't use but might want to use.



WORKSHOP 3

The Participants were provided with a large bank of images of parks and facilities and objects found in parks and similar public spaces. The images were grouped into themes (eg sports, food, swings, skateboarding, seating, lighting, toilets, play).

Working in groups the Participants selected up to 5 images that best reflected "a place for them", and using these images, created a mood board that captured the core proposals for the following in Promenade Park:

- A temporary intervention or event in the park to appeal to teenage girls and young women;
- A more permanent intervention.

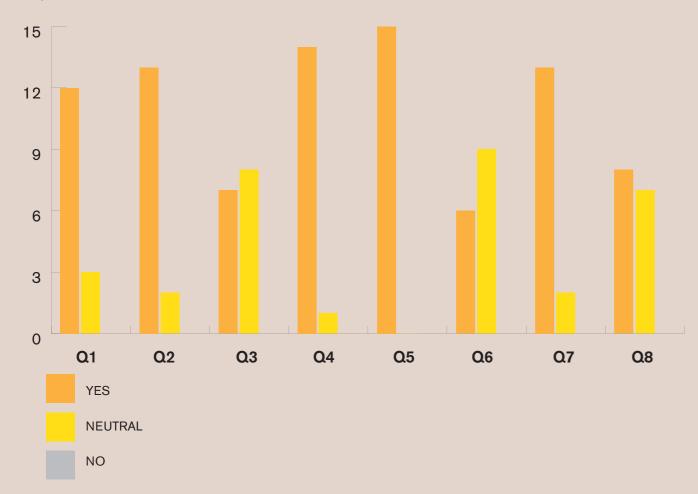
Each group presented their ideas which were drawn by Julia into the architectural plans used in this report. This process can be viewed here.



APPENDIX 2: SUMMARY OF FEEDBACK FROM PARTICIPANTS

QUESTION

- 1. Did you feel that throughout the workshops you were listened to and heard / that your thoughts were taken seriously?
- 2. Did you feel comfortable and that you could speak openly and freely in the sessions?
- 3. Did you feel like you learned new things or improved skills through the sessions (eg. confidence building, how to read a map, knowledge of design or planning, etc.)
- 4. Do you feel the sessions gave you more confidence to talk about where feels safe in Maldon and why?
- 5. Did the sessions give you an opportunity to explain what a "place for you" in a park would be like?
- 6. Was it helpful to reflect on how age and gender identity might impact on how people feel in and about public space?
- 7. Would you like to do this type of project again/ have more opportunities like this?
- 8. Do you think there will be change in Maldon's parks as a result of the work you have done?

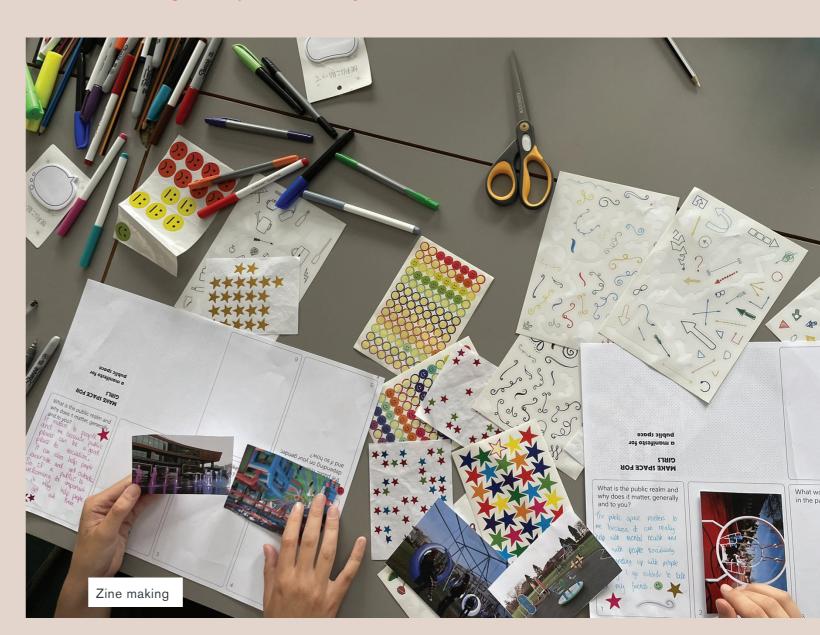


"Throughout the couple of days we were all really listened to and were made sure that our points got taken about in a discussion."

"I felt very comfortable in these sessions and I felt like I could speak freely and openly with all my opinions without being judged."

"I think it is good to recognise how we feel may be different to say how boys feel out in public space."

"I have had a very good time and have enjoyed helping to improve conditions at the Prom for girls. It's nice to know that the work we have been doing will help the community."



GLOSSARY:

TRANSGENDER (TRANS): a person whose gender identity does not align with the sex they were assigned at birth but still follows a gender binary (eg. transman: is a person who identifies as a man but was assigned female at birth).

NONBINARY: a person whose gender identity neither aligns with the categories of man or woman.

GENDER IDENTITY: means one's own internal sense of self and gender, whether that is man, woman, neither or both. Gender identity is about self perception rather than what is outwardly visible to others.

GENDER BINARY: the view that gender exists as either male or female – a binary where gender is often seen as biologically determined and synonymous with sex. This contrasts the more inclusive reading of gender, as socially constructed and existing along a spectrum.

CITATIONS:

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Holly

Eila

Meghan

Molly

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