



Public Document Pack

Melksham Town Council

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Town Clerk and RFO Linda Roberts BA(Hons) PGCAP, FHEA,
FLSCC

To: Councillor J Oatley (Chair)
Councillor S Crundell (Vice-Chair)
Councillor P Aves
Councillor C Houghton
Councillor L Lewis
Councillor S Mortimer
Councillor T Price

31 May 2021

Dear Councillors

In accordance with the Local Government Act (LGA) 1972, Sch 12, paras 10 (2)(b) you are invited to attend the **Community Development Committee** meeting of Melksham Town Council. The meeting will be held at the Assembly Hall Melksham on **Monday 7th June 2021** commencing at **7.00 pm**. A period of public participation will take place in accordance with Standing Order 3(F) prior to the formal opening of the meeting. The Press and Public are welcome to attend this meeting.

Yours sincerely

Mrs L A Roberts BA(Hons), PGCAP, FHEA, FSLCC
Town Clerk and RFO

Melksham Town Council

Community Development Committee

Monday 7 June 2021

At 7.00 pm at the Assembly Hall Melksham

In the exercise of Council functions. Members are reminded that the Council has a general duty to consider Crime & Disorder, Health & Safety, Human Rights and the need to conserve biodiversity. The Council also has a duty to tackle discrimination, provide equality of opportunity for all and foster good relations in the course of developing policies and delivery services under the public sector Equality Duty and Equality 2010.

Public Participation – To receive questions from members of the public.

AGENDA

1. Apologies

2. Declarations of Interest

To receive any Declarations of Interest in respect of items on this agenda as required by the Code of Conduct adopted by the Council.

Members are reminded that, in accordance with the Council's Code of Conduct, they are required to declare any disclosable pecuniary interest or other registrable interests which have not already been declared in the Council's Register of Interests. Members may however, also decide, in the interests of clarity and transparency, to declare at this point in the meeting, any such disclosable pecuniary interests which they have already declared on the Register, as well as any other registrable or other interests.

3. Minutes (Pages 1 - 4)

To approve the Minutes of the Community Development Committee meeting held on 22 February 2021.

4. Community Hub - Formerly Art House Cafe (Pages 5 - 28)

Report of the Community Development Officer attached.

5. Public Arts Project (Pages 29 - 38)

To receive reports from the Community Development Officer and consider the

recommendation to re-form the Public Arts Working Group.

This is an opportunity to collaborate with DACS (a not-for-profit visual artists' rights management organisation) to become an 'Art Works' location partner to create new ways to imagine and use retail, commercial and public spaces, to enliven high streets and to engage local people in creativity.

6. South West in Bloom Competition (Pages 39 - 50)

To receive the report of the Economic Development Manager and the Community Development Officer, Members are requested to consider the following:

- supporting the activities of South West in Bloom team
- noting the judging date of 14 July 2021
- acknowledging and supporting the importance of the competition entry to Melksham.

7. Melksham in Bloom (Pages 51 - 52)

To receive the report of the Economic Development Manager and the Community Development Officer and to note the launch of the Melksham in Bloom Competition in 2021.

8. Jubilee Trees (Pages 53 - 54)

To receive the report of the Community Development Officer. Members are requested to consider taking part in the Jubilee Tree Scheme.

9. Terms of Reference (Pages 55 - 56)

To review the Terms of Reference and recommend them to Full Council on 28 June 2021.

10. Melksham Community Group Network (Pages 57 - 62)

To receive the report of the Community Development Officer.

11. Digital Engagement Experience Programme for Business and Community Organisations (Pages 63 - 66)

To receive the report of the Economic Development Manager and Community Development Officer.

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Melksham Town Council

Minutes of the Community Development Committee meeting held on Monday 22nd February 2021

PRESENT: Councillor P Aves (Chair)
Councillor K Iles (Vice-Chair)
Councillor G Mitcham
Councillor T Welch
Councillor A Westbrook

**ALSO IN
ATTENDANCE** Councillor J Hubbard
Councillor R Wiltshire

OFFICERS:	Linda Roberts	Town Clerk
	David McKnight	Economic Development Manager
	Miriam Zaccarelli	Community Development Officer
	Christine Hunter	Committee Clerk

PUBLIC PARTICIPATION: Two members of the public and one member of the press were present.

1/21 Apologies

Apologies for absence were received from Councillor Illman.

2/21 Declarations of Interest

There were no declarations of interest.

3/21 Minutes

The minutes of 23 November 2020, having previously been circulated, were approved as a correct record. It was agreed that these would be signed at a later date by the chair Councillor Aves.

4/21 Place of Remembrance

The Committee considered the request from Alison Sowton.

UNANIMOUSLY RESOLVED to support the request for the crosses to be placed in the war memorial garden, and to ask the Church to provide

laminated notices and use social media to explain the reason for the request.

5/21 Community Hub

The Community Development Officer updated the Committee on the work already undertaken and confirmed more information was required.

It was proposed by Councillor Aves, seconded by Councillor Westbrook and

RESOLVED to ask the Community Development Officer to continue with research to move the project forward. The item to be added to the next Community Development Committee Meeting agenda on 20 May 2021.

6/21 Bench Plaques

The Economic Development Officer reported on the three quotes for plaques for the Market Charter Commemorative benches.

It was proposed by Councillor Westbrook, seconded by Councillor Welch and

UNANIMOUSLY RESOLVED that the Community Development Officer would arrange the purchase of eight bench plaques at a maximum cost of £266.64 + VAT.

7/21 Melksham Loves Arts

Councillor Westbrook thanked the Community Development Officer for the excellent report and suggested the 'art in shop windows' displays are analysed to try and make improvements.

It was agreed that Councillor Westbrook and the Community Development Officer would organise a meeting of the Melksham Public Art Sub Group, inviting Councillor Illman, to review the project suggestions submitted and decide which to bring back to this Committee for approval to forward to Full Council.

8/21 Virtual Community Network

The Economic Development Manager confirmed the Community Development Officer had led on the survey work focusing on providing support via a virtual network for local community groups. Results from the survey showed the preference for quarterly, virtual meetings. A business consultant had agreed to present the first meeting free of charge. If the meetings are successful, the idea will be recommended to local businesses.

It was proposed by Councillor Aves, seconded by Councillor Westbrook and

UNANIMOUSLY RESOLVED to ask the Community Development Officer to organise and attend Community Groups Network meetings, hosting the first meeting online in mid-March 2021 at a time that suits the diary commitments of the presenter.

9/21 Dunch Lane

Councillors discussed the historic and current traffic issues around Dunch Lane and previous results of a survey. The Town Clerk agreed to speak to Andy Cadwallader to obtain his views.

10/21 Community Garden on Semington Road

The Committee considered the request from the Melksham Business Growth Group to create a Community Garden for Semington Road , working with the South West in Bloom Group. The Town Council would need to take on the licence from Wiltshire Council at a minimal cost. However a financial provision would be required to cover the cost of re-instating the land to its original use after the licence period or if/when the site is vacated.

Councillor Westbrooks suggested that the Community Development Officer is requested to negotiate between the Business Growth Group and the South West in Bloom Group to formulate an action plan.

It was proposed by Councillor Westbrook, seconded by Councillor Aves and

UNANIMOUSLY RESOLVED that the Committee is totally committed to working with South West in Bloom and the Business Growth Group to facilitate this project.

11/21 King George V Park Dog Campaign

The Community Development Officer confirmed initial posters from the campaign were being displayed and the Business Admin Apprentice was currently producing further posters.

Councillor Welch suggested the current fenced area in the King George V Park could be set aside for dogs off the lead. It was agreed that this item would be added to the agenda for the next King George V Sub Committee meeting on 17 March 2021.

12/21 Development of Young Melksham

The Committee thanked Councillor Hubbard for his report on the development and re-branding of Young Melksham. Councillor Hubbard confirmed to the Committee that this report was with the agreement of all the Trustees and not solely from himself.

Councillor Westbrook stated this agenda item was a misunderstanding as the request was for written confirmation from the Trustees that the grant funding allocated from Melksham Town Council would be spent solely on Melksham residents.

The Trustees of 4Youth confirmed that there were separate accounting facilities and all funding received had been ring fenced as appropriate.

It was proposed by Councillor Westbrook, seconded by Councillor Aves and

UNANIMOUSLY RESOLVED that the Town Council provide a written response to the report to the Trustees and Chair of 4Youth requesting written confirmation that all Council Grant funding allocated had been ring fenced for use in Melksham.

13/21 Date and Time of Next Meeting

20 May 2021 at 7.00 pm via Zoom.

Meeting Closed at: 7.50 pm

Signed:

Dated:



MELKSHAM TOWN COUNCIL

Community Development Committee – 7 June 2021

Report: Community Hub Research update

1 BACKGROUND

- 1.1 The Art House Café next to the Town Hall was previously leased to the Rotary Club who ran it as a café. With the closure of the café the building is available for use by the Town Council.
- 1.2 At the meeting of Community Development on 23 November 2020, it was agreed to continue investigating the creation of a possible Community Hub at the Art House Café in Melksham.
- 1.3 A working group of councillors met to discuss ideas which were added to by staff and are listed in [Appendix A](#).
- 1.4 Conversations were held with Community Hubs in the area – Trowbridge, Calne and Bradford on Avon, and details of these are contained in [Appendix B](#).
- 1.5 At the meeting of Community Development on 22 February 2021 it was resolved to continue with research to move the project forward.
- 1.6 On 13 May 2021 a meeting was held with representatives of 30 community groups in Melksham to discuss possible needs for a community hub. The notes are in [Appendix C](#)
- 1.7 On 26 April 2021 a proposal was received from John Firth of Good News Church regarding the running of a Community Hub in the Art House café by volunteers from the church, [Appendix D](#).
- 1.8 On 7 May 2021 a request was received from Wiltshire Police for use of a regular space for drop in.
- 1.9 This report contains the information considered by the Council in February and additional information gathered since.

2 IDEAS FOR A COMMUNITY HUB IN MELKSHAM

- 2.1 The table in [Appendix A](#) shows a list of ideas from Councillors and staff gathered in winter 2020 for possible uses for a Community Hub in Melksham. This is supplemented with additional ideas from the Community Groups Network in May 2021 in [Appendix C](#)
- 2.2 The suggestions can be divided into the two separate areas of providing information/ signposting and providing a space for groups to offer services and meet up.
- 2.3 While both of these activities can't take place at the same time, a morning information hub and afternoon room hire arrangement could be set up. This is similar to other hubs.

- 2.4 Some of these needs are already met in other facilities in Melksham, including the Library and the Tourist Information Centre.

3 RESEARCH FROM OTHER HUBS

- 3.1 In [Appendix B](#), three successful community hubs have been compared to show what services are provided, as well as challenges and advice for setting up a new hub.
- 3.2 Most hubs formed to address a need that was not being met in their towns. Each town is different – for example Trowbridge focused on homelessness and vulnerable people, and youth provision. Calne's Hub started as a youth facility and has a strong music/arts provision. Bradford on Avon's Hub is mostly focused around its food bank and debt advice as there is no CAB in the town. Corsham has no Community hub, possibly because it has a successful campus in the Springfield Centre.
- 3.3 A strong commitment to the ethos of serving the community is shared by all staff and volunteers of the Community Hubs.
- 3.4 All of them are independent charitable bodies although there is support and sometimes funding from the local Town Councils.
- 3.5 All of them took a few years to get established.
- 3.6 All three Hubs are happy to help with advice and templates for Melksham if required.

4 EXISTING COMMUNITY ASSETS IN MELKSHAM

- 4.1 A full picture of what facilities already exist in Melksham can provide a clearer understanding of what might be required in a Melksham Hub.
- 4.2 There are eight cafes and pubs in the town centre.
- 4.3 As well as the Assembly Hall and Town Hall, there are six venues with meeting space to hire in Melksham – Rachel Fowler Centre, Forest Community Centre, Riverside Club, Adventure Centre, Kings Arms, Canberra Youth Centre, plus five churches and four schools.
- 4.4 As well as the Town Hall, the following Information/ Support Centres are established:

Tourist Information Centre	Library	Food Bank on Broughton Road
Bus timetables Printing and photocopying Book and jigsaw swap handmade and charity cards for sale Community Bus National express bookings Tourist information	Computers to use Printing and photocopying Signposting Community Noticeboards Books Local publications Drop in space for groups (additional information in Appendix F)	Food Bank (Mon and Th) Community Money Advice Lifeline Signposting

- 4.5 While the purpose of the TIC is primarily for visitors, it has also become a source of community information for residents. While the advisors and centre are there, what is missing is local information to share, such as up to date listings for community groups and clubs, trusted traders, events and walking maps.

- 4.6 The Library has space for Community Noticeboards, drop in sessions, small meetings and signposting. If community information was available, it could be shared from there too. Further information from the Library has been added in [Appendix F](#).
- 4.7 The volunteers who run the food bank provide advice and signposting for the most vulnerable people in Melksham, so any additional support services could be linked with the existing well established provision.
- 4.8 The Campus is set to be completed at the end of 2022 and will be a hub of council services and information, with the Library and MWPC.

5 INFORMATION HUB

- 5.1 While there are various places for residents to access local information, there is a need for that information to be co-ordinated and kept up to date.
- 5.2 The digitising of information is a related but separate project that would need collaboration between agencies (Town Council, Melksham Without Parish Council, Wiltshire Council, Voluntary sector, Businesses) to produce one central directory that would cover all aspects of local information. The Town Council website has a directory page that could be a starting point, but a separate, collaborative site may serve the purpose better.
- 5.3 This would need to be made available off line, through access at information points (including the Library and TIC) via existing volunteers/reception staff
- 5.4 To increase accessibility it could also be produced on paper. An annual handbook like the previous Town Guides were paid for by advertisers. This is expensive and time consuming to produce and is also out of date quickly, but it does provide a glossy colourful booklet that is a great piece of PR for Melksham.
- 5.5 An alternative could be regular inserts in the Melksham News which already reaches every household in the area. A full page of advertising in the Melksham News costs £495. A monthly co-ordinated update of listings, groups and events would cost £5940 per year.

6 HUB FOR SERVICES

- 6.1 Many ideas for services to be provided in a Community hub have been suggested, (see [Appendix A and C](#))
- 6.2 Each would need exploring for feasibility, availability and community need.
- 6.3 The points that came up from the community groups discussion event were largely around providing a safe space, and a place for people to talk. If these needs can be met in existing venues and services in melksham then the need for a new building to deliver it may be unnecessary. What would be required is a clear coordination of information about what is available and when.
- 6.4 The request from the PCSOs for a drop in facility is another consideration ([Appendix E](#))
- 6.5 Care would need to be taken to clarify the distinction between times if the building was used for confidential 'safe space' meetings and providing a general community information point.

7 ALLEVIATING INTERRUPTIONS TO THE TOWN HALL

- 7.1 Another factor to consider in creating a Community Hub is the need to alleviate interruptions and other enquiries to the Town Hall.
- 7.2 Currently (in non-covid times) the Town Hall functions as an information point for members of the public, providing signposting to other agencies and councils.
- 7.3 The type of non Town Council information requested is:

- CAB visits and contact details
 - Bus pass forms
 - Missed bin collections
 - Grass cutting responsibility for open spaces
 - Council tax queries
 - School entry queries
 - Help with housing/welfare
 - Overgrown spaces
 - Community transport/lifts to hospital
 - Reporting pests – esp rats
 - Reports of litter/flyposting
 - Enquiring about events run by groups that take place at the Town Hall
- 7.4 If the information element of the Town Hall were located to a separate building, it would free up time and space in the Town Hall to accommodate the new larger team and responsibilities.
- 7.5 There may also be alternative ways to stop people incorrectly asking at the Town Hall about these things:
- A detailed sign outside the Town Hall explaining where in town to go for information – TIC and Library - and which numbers to call
 - Detailed information on the Town Council website to redirect WC queries
 - A redirect message on the Town Hall phone system that redirects to WC if they are calling about potholes, schools, council tax, bin collections etc.
- 7.6 In 2022 the Campus will also become a central source of information and people will naturally go there for WC information once it is running.

8 FINANCIAL IMPLICATIONS

- 8.1 There is £5000 in the budget for a Community Hub
- 8.2 The previous costs of running the Art House, as well as estimates for renovation work, have kindly been supplied by Stephen Ives in [Appendix G](#). While the intention may not be to include a café element, it gives an idea of the running costs of the space, which the below figures are based on.
- 8.3 Additionally, a figure of around £18000 (including vat) has been estimated for renovations to the space. This includes upgrading the kitchen which may not be required.
- 8.4 To run the Art House Café as a community hub the estimated costs are as follows:

Item	Monthly	Annual
Electricity	£310	£3720
Internet	£45	£540
Maintenance	£179	£2153
Staffing (weekdays 10-4 at £10 per hour plus 40% on costs)	£1820	£21,840
Insurance	£45	£540
TOTAL:	£2399	£28793

- 8.5 Staffing costs would be one of the main costs, so working in partnership with community groups – particularly Good News Church who have expressed interest – could alleviate much of the cost if a hub was agreed.
- 8.6 Additionally, the following items would need to be considered:
- Water rates
 - Window cleaning
 - Trade waste (may be amalgamated with the TH with modest additional cost)

- Licenses
 - Telephone (could use mobiles so maybe no need)
 - Cleaning (daily for toilets at least)
 - Regular checks – e.g. filters etc for legionnaires disease, fire alarms etc
 - Legal and accountancy fees
 - Advertising and promoting the facility
- 8.7 Building compliance works would need to be considered whether it is used by the Town Council or leased to a tenant, including:
- PAT test of portable electrical equipment. Rectify or remove faulty appliances
 - Fixed wiring test of electrics and rectify faults found.
 - Security check – windows and doors for basic security – will they open and lock?
 - Fire risk assessment, including emergency lighting, fire escape signage, fire alarm check
 - Health and safety signage, first aid provision and signage and other HSE compliance
 - Asbestos survey
 - Kitchen safety check
 - Risk assessment for use as a community hub – incl. COVID-19 security
- 8.8 If the facility is hired to groups a small income stream could be generated to offset some of these costs. The suggested rate is £10 per hour. If every afternoon per week was used for an average of three hours, the annual income would be around £7,800.
- 8.9 A café facility could bring in some income but would also include extra costs as illustrated in [Appendix G](#), and would require upgrading the kitchen.
- 8.10 The rental value of the Art House café was previously £450 per month (£5400 per year) so if a Community Hub didn't go ahead, this would be a possible source of income to the Town Council.

9 CONCLUSION

- 9.1 The concept of a community hub is complex as it touches on many elements throughout the community.
- 9.2 While the desire to create a Hub that contains everything in one place is shared by many, it is important to avoid duplication or undermining of existing facilities.
- 9.3 While centralising information is an identified need, it can be done in collaboration with existing providers of information, and can be created online as well as (or instead of) in a physical building.
- 9.4 While the Town Council has a need to streamline and reorganise its staff working environment by separating out the provision of community information, there may be alternative ways to do this within the existing buildings.
- 9.5 As we emerge from Covid, the needs and priorities of the community need to be understood, especially with the increased accessibility of services online, before committing to a new facility.
- 9.6 One possible way forward is to set up a minimal hub in the Art House Cafe on a short term trial with a review in 6 months to test the concept. This could allow time to ascertain the response from the community, understand the type of enquiries and requests, while continuing to explore the best way to address the needs in the community for information and a safe place to access services.

10 RECOMMENDATION

- 10.1 That Councillors consider the above information in identifying the best way to meet the community need for information and services.
- 10.2 Carry out a consultation with residents on the needs of Melksham people and the possible changes in the way they will access information and services post-covid.
- 10.3 Carry out necessary cleaning and redecorating of the Art House building to make it a viable space for use as a Community Hub or a building for lease.
- 10.4 Continue collecting information on community groups, services, venues, activities and events in order to produce an online source of Community Information for Melksham that can be used and promoted by the existing providers of information.

11 CONTACT

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Community Development Officer

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Town Clerk

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Appendix A : Summary of discussions about a Community Hub in the Art House Café – Councillors and staff

Idea	Evidence of need	Times required	Strengths	Weaknesses	Other considerations
A meeting place for community groups It could be a space that groups could rent out so that they no longer need to hire the Town Hall or Assembly Hall. Groups such as Youth Offending Team, WeightWatchers and CAB. Also police drop ins.	Town Hall is disrupted by groups in foyer and committee room	Mornings, afternoons, evenings, weekends	It would free up the Committee Room in the Town Hall which may be needed as the office space is limited.	since the space is open plan, it would not be suitable to have group bookings at the same time as holding an information point,	If it could be sectioned off it could be hired to groups while running the reception desk, but there is currently no budget for that level of development. Use the morning for café/information hub and afternoon for bookings, with different advisors in on certain days.
Community information centre - A central point of contact, a starting point for anyone looking to get involved, ask for help, find out about groups etc. a one stop shop for the whole community with a volunteer reception desk.		Mornings			Different days could feature different themes - young people/babies organisations on one day and elderly needs another day with advisors in on different days to help. The hub could be staffed by volunteers, including councillors.
Tourist Information Centre The TIC used to be based in the Town Hall years ago.	Tourists who are in Melksham for a day ask at the Town Hall and ask what's going on in town, and we send them to the TIC.		It could offset the grant that MTC provide to the TIC so would save money.		
Town Council reception desk	people currently ask for bus timetables, information on council tax, local groups etc.		It would reduce people coming into the Town Hall and be a smarter use of Council space.		Reception desk could work in the front left corner by the door
Citizens Advice Bureau		Fridays all day	would reduce pressure on Town Hall staff		
A work space with computers and a printer				The library can do that - fiddly to book a slot due to Covid restrictions but would be the same here	Three computers could go along the wall facing the kitchen. The Area Board could be approached for funding for new equipment
Drop in place once a week for seniors to get IT help and support –	especially female seniors don't have or can't afford internet or devices to connect to family.				
Retain the café element: Offering drinks and snacks (not meals)	It has previously been very busy in summer. Food and drink brings people together.	Continuous	A café would encourage use of the Hub, with customers also making use of the Market Place		Café could be run by Assembly Hall staff or voluntary groups invited to take a day each and share the profits with the Town Council.

Arts hub including exhibitions, workshops, Local artists exhibiting work as before	Previous Art House Café art exhibition was popular	Daytimes, evenings			Find out the artists who used to exhibit at the Art House Café and get their work back in.
Performance space for events like poetry readings and live music - for small gigs		Evenings		Raised area would not work as a stage due to being invisible to half the room	
A front of house reception for the Assembly Hall	People still don't know where the Assembly Hall is and this would make it more accessible	Continuous			
Collection point for Foodbank and Refresh.		Continuous			
Community Fridge		Continuous			It would make sense for this to be part of the existing food bank provision on Old Broughton Road

Appendix B : Conversations with other Community Hubs

	Trowbridge	Calne	Bradford on Avon
Name of Hub	Trowbridge Community Future	Calne Central	The Hub@BA15
			
Contact	Zoe Meadon – Hub manager	Terry Couchman, chair of Calne Central	Avril Clarke
Location	TWO HUBS – one at the Shires Shopping Centre, one at Seymour (area of identified need)		Church Street, in an old bank
Management and Partners	The Community Hub is staffed by a team of dedicated volunteers, including some that represent local organisations, such as Trowbridge Town Hall Arts.	Group of volunteers. Calne in Tune is a facility of resources and the Community Hub is a provider of services. It remains a Calne in Tune project -now becoming a Charitable Body.	It is a Charitable Trust made up of three sponsoring bodies; Bradford on Avon Churches Together (BACT), The Town Council and BoACAN (Bradford on Avon Community Area Network)
Purpose of Hub	Trowbridge Future is a small, independent charity based in Trowbridge, Wiltshire, supporting the most vulnerable people in our community. where people can come to ask for advice and signposting and to get involved in the community. We are not the Citizens Advice Bureau, we just signpost. We assess and assist not diagnose and prescribe.	Pop-Up Youth & Community Centre. We are a collective of Individuals and Community Groups, working together to make available the Building, Facilities and Voluntary Support needed to provide a comprehensive range of support services to our community	We are passionate about empowering people in our community not only to relieve poverty but to encourage improvement of health and wellbeing and a sense of purpose together with volunteering opportunities..
Why it started – gaps that needed filling		Lack of adequate youth and community centres. We realised that there were many groups like the scouts all doing their own thing in different venues with different times so it made sense to bring everyone together in one place for all ages and abilities.	Set up to provide a home for food bank and debt advice. No CAB in BoA No campus
History	In 2017 TCAF established the BA14 Community Hub in an empty shop. Working initially with a group of local charities TCAF created this into a space, staffed largely by volunteers. After consultation returned to the name Trowbridge Future	Started in the Library but needed their own space to be open all hours. Moved to an empty shop and now in a new space for one year	Started off as a three way partnership in 2014. Now there's no BoACAN so two partners
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Finances			
Funding sources	£36,600 in funding from the National Lottery. £9500 from Town Council each year	Some area board funds for equipment	Fundraising, coffee mornings, collection tins around town, grants
Paid staff	6	0	1 (a modest honorarium)
Volunteers	7	Many	25 in non covid – 12 now due to shielding
Team culture	You do need someone really resilient, it is hard. You don't know who's going to walk in off the street and need to be able to tell if they're in crisis. Your staff need clinical supervision, or peer to peer supervision and mental health first aid for the volunteers	Work together to help each other out – we're a community virus – we infect people with excitement! Volunteers with mental health problems are a godsend. They help each other out.	
Description of Space		Big space with upstairs and downstairs – enough to have two or three things going on at once. One facility with information desk.	An L shape space in an old bank, with an office that can be hired out to small groups. Rent paid to Catholic Church who own it
Services provided	signposting, general advice, assistance in making phone calls, writing letters and accessing online resources. regular pop-up events promoting local charities and awareness raising. Computer Club , ladies health and wellbeing, Knitting Club, Kindness Café (older people)	Youth club, Music, Arts, Crafts & Media (including IT and Trade Crafts). Signposting, support	foodbank, access to computers, support completing applications for jobs and benefits, debt and welfare benefits advice, money management together with general advice and support plus facilities including a meeting space
Facilities			
Room hire for groups	Yes, £10 per hour but conflict of interest if they don't want to provide information so closed group hire only in afternoons. Open door policy in mornings	Yes - £10 per session (free during Covid)	Yes - £10 per hour
Info - support, advice, signposting	Yes	Yes	Yes
Information on events and clubs	No – don't want to alienate users who can't afford tickets. Only promote free events		No
Café for public	No – tea by donation	No	No
Kitchen for volunteers	Yes		Yes
Food Bank	No - but linked to it, referring users		Yes – linked with Trussel Trust
Community Fridge	Thursday between 10.30am and 1.30pm.	Yes, inside and outside so available all the time	No
Performance area	No	Yes	No
Arts and Culture	No	Yes	No
Radio station	No	No	No
Users	Before covid 100 people a week. homeless and rough sleepers. biggest demographic is ageing population - crippling loneliness.	Mostly young people and vulnerable people, those with disabilities	

	people with learning difficulties who want to do something with their lives.		
Equipment			
Computers for public	Yes – 2	Yes – 5	Yes
Music equipment	No	Yes – instruments to practice and performs together	No
Xbox Area		Yes	
Equipment to borrow		Yes – wheelchair/walking frame	
Community Wardrobe	Yes – for homeless people		
Opening hours	Monday to Friday, 10am until 2pm.	Mon -sat 10-3	Monday to Friday, 10am until 1pm.
Challenges	Originally there was a stigma attached to coming to the hub but once it started thriving people were happy. They didn't want to be associated with the council. It's important to have a separate space. Launching the hub - backlash from current audience who didn't like change.	Existing volunteers not letting new people get involved. People resisting change.	Not getting enough drop ins. The community are supportive with donations but we don't have enough people coming in
Safeguarding	Mental health first aid training		No lone working – always two volunteers on site
Covid restrictions		We are allowed to be open because we are essential - mental health support ,food. Have lost some volunteers shielding	Not open to public now, operating foodbank plus deliveries to those isolating. Some volunteers shielding
Offer of help to Melksham setting up	Yes - policies and procedures and everything you can copy. I'd be happy to come along for a meeting and handhold moving forward.	Yes – happy to come to a meeting	Yes and request for help from us once we're started

Advice from Terry Croucher, Calne Central

- You have to stay extremely flexible. No one is superior to anyone else. People of all ages with different responsibilities.
- Let's start from the bottom up not top down. Top down can work but has to be flexible. Things can't become stagnant.
- It will take months because of personality issues and ego.
- The organisation has to be open to growth. Have to be responsive to what's available and what your needs are. Need to be open and creative. Sometimes after a couple of years it all has to change, due to circumstances, people, a crisis.

Advice from Zoe Meadon, Trowbridge Community Future

- Be clear on who you're trying to target. What is the most prevalent issue in Melksham? Find that out and focus on it, survey the community, ask them. Launch one project at a time and see the reaction before the next one. You can get specific funding for each project.

- You need street level intelligence. Ask first. You could create something lovely but if it's not what people need then they won't come in. You could alienate the people you were trying to help. You need to speak to them in their language. Social media is good for some people, local newspaper for others.
- If you can record people's addresses you build up clusters of where people are coming from. Then you look at what that area needs and look at providing it in their area. In Seymour the community building was closed so we identified there was a need and we set up the community fridge there.
- Be clear on your goals that they are achievable, measurable with the outcomes. So your staff and volunteers all think the same way.
- I do a lot of research into funding, it's competitive now. Look in to legacy funding, there are some wealthy people, trust funds and will funds. Get your fundraising strategy in place. You need to evidence need.
- I like an open door - I tell them to leave the door open, you have to go and talk to people and get them engaged, not just sit at a desk behind a screen. You need to make sure that anyone using the space is on board with that ethos. Find the right staff.
- If you do performance in the evenings call it something different, keep it simple and consistent and promoted separately.
- The challenge when you come to launch is getting people in through the door, people will be really wary. Do your research and position it with one activity that will get people in. Then you know what you need to do to get them in.

Appendix C

Melksham Community Groups Network Event on a Possible Community Hub – 13 May 2021

Summary of main discussion points

1. Information that would be useful in a Hub

Type of information people look for

- 3 types of info – residents, tourists, people new to the area.
- In TIC – people ask for bus timetables, taxi information, cycle routes, walks, new residents info, joining groups and clubs

How best to provide it

- Having people there is good to provide general guidance, signposting, helping with internet and helping those without internet. Human direct enquiries.
- Physical leaflets – up to date – marked with 6 month expiry date
- Place for local groups and clubs to recruit new volunteers
- Not all groups need a space to meet but do need a place for paper leaflets
- How to get info out to people and keep it up to date.
- Older people like to talk to someone.
- Sight impaired people can't use leaflets.
- A lot of people don't have internet.
- Not just a piece of paper, good to provide someone to talk to
- The strength of the site is its location, being central to transport, easy to find, next to the Town Hall

Existing providers of information

- TIC do disseminate info, but need more and need it to be up to date.
- TIC is not wheelchair accessible. TIC could move into town centre
- There could be support from Town Council to co-ordinate info. TIC can disseminate it, also library, café in park, town hall, and hope Town Council can manage it.
- WC have info that is quickly out of date, but at a Town Council level can do a better job.
- Wiltshire Together is a website where community groups can advertise what they're doing.
- Info can also get out in doctor's surgeries, markets – good for older people.
- Melksham News is where people go for info now.
- leaflets in shops.

2. Services that a Hub could be used for

Information/group sessions/one to ones

Need for safe space. Need a discreet place to go.

Small groups could hire it, groups who don't already use halls, for things like:

- IT for older people – it crosses various groups
- Cooking help
- young mums
- Partially sighted group
- Alzheimers
- domestic abuse support space
- support for offenders
- Age friendly based at Canberra but could use a central location, for volunteer meetings

- There was a nurse in the library who answered questions, but it wasn't confidential
- Rotary – safe space
- MRUG – would be swapping room hire space from town hall
- probably do need a hub for CAB etc, as CAB swamps the Town Hall, so need a new space.
- Local volunteer recruitment to replace previous volunteer recruitment centres

Publish a schedule of sessions, a mixture of activities

Multi-use. No set times. Like a drop in

Would it need the café to draw people in?

Art House is not great as a café but the space can be used, with basic tea/coffee and safe storage, key system where groups could meet regularly every week on their session, without too much burden on the Town Council. Maybe a cleaning rota, etc, enable 10 groups to meet in what would be their space. A safe space.

It would need tables, chairs, projectors etc

Safe space is key aspect

Like Calne central – a place to have a sit down and chat

Don't offer storage – causes hassle

Meeting Space for groups

- Not expensive – community groups on small budgets.
- Place for people to meet and do activities
- Book when it's needed, not regimented, but coordinated
- Online booking system where people could book in
- Space for mobility aids
- Good for small groups that need to meet once every 6 weeks
- Good News Church are willing to help facilitate as keyholders to support smaller groups
- Space for groups, daytime and evening especially for youth groups

3. Avoid Duplication

- Consider impact of campus being here in 18 months . important not to duplicate. Need to find a niche of what is not provided. Pointless to duplicate what is already planned
- Do we need to duplicate the library?
- Will the Campus address all the issues?
- What will the campus do? Will it provide meeting rooms, don't want to duplicate what that might be.

4. Further questions

- Who is the user?
- Melksham is well provisioned with groups and buildings. Who are we targeting?
- How much do people use online interaction?
- Would running an information drop in and confidential safe space conflict in the same place?
- How has covid changed things?
- Needs a follow up piece of work, understand if there are sufficient groups to use it.
- Need to look at the capacity that's needed, what's available but not being used.
- How do we get people to know what's on, what's available? Riverside club is a meeting space that's not fully booked.
- Is it going to deplete other sites, commercial entities, church halls? Will it affect their viability?
- If we have two years of this and then open up the campus? Still a few questions to answer.
- Let's go out and ask users what they want rather than us trying to solve this problem.

Appendix D - Proposal for the use of the “Art House” as a community space

John Firth – GoodNews Church 26-4-21

Background

GoodNews Church has been a tenant and key-holder of Melksham Town Hall since 1999 and a frequent user of the Assembly Hall. The church also uses other premises in town when the Town Hall is unavailable. Most often these premises are provided by the other churches in Melksham, with which GoodNews works closely on a number of initiatives.

Proposed use of Art House

The church would very much like a base in the centre of Melksham which is available for use during the week as well as on Sundays, though our usage would not account for full occupancy of the building. We want to add value to the many amazing community groups working in Melksham and feel that our strengths are co-ordination and facilitation, which leads to us making this proposal.

We propose that the Art House could be converted into a community space, or hub, available to different groups during the daytime and evening. GoodNews Church would partner with various stakeholder organisations to facilitate optimum use of the space and community involvement.

The café would be used for simple refreshments, suitable to the needs of users, rather than opened to the public for a wide range of offerings.

The Art House would be a ‘safe space’ for vulnerable groups and a venue for self-supporting groups to meet and share together.

In particular, we would like to focus on helping young people in Melksham to succeed in education and to have the opportunity to prepare for future employment.

See **Appendix 1**.

Financial Model

The finance needed to support our proposal could come from various sources, including grant provision, partnering with stakeholders, as well as GoodNews paying a baseline rent.

This needs more investigation and discussion with Melksham Town Council should our proposal be considered.

Needs Assessment

The Community Area Joint Strategic Needs Assessment (CAJSNA) highlighted some of the wonderful ways that Melksham has worked hard to embrace the needs of the community. The community response during the pandemic has been outstanding, but this time of isolation and challenge can only have exacerbated existing areas of need.

The CAJSNA compared Melksham with Wiltshire as a whole. The demographics in Melksham for employment, education and areas of deprivation can be seen in **Appendix 2**. In addition, almost 25% of Melksham's residents are over 65, and 10% of that group are in fuel poverty. Each statistic is an individual person with very real needs.

The CAJSNA snapshot highlights that Melksham has a different demographic to most of the surrounding towns and is more subject to economic variation because of its reliance on manufacturing, a particularly vulnerable sector. On the plus side, Melksham is a leader in apprenticeship take up within the county, something that is well supported by the Town Council. The conclusion from the report suggests that:

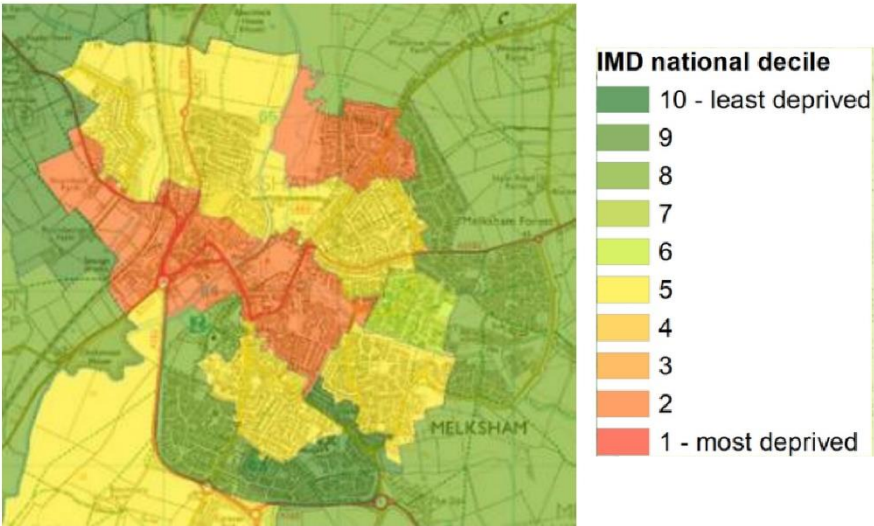
- There is a significant need for the community to help those at the lower end of the economic scale, who may be living in some of the identified deprived areas of social deprivation, in ways that would enhance the life chances of children coming through the education system and support older and vulnerable adults.
- There is a need to help young people prepare for work and understand potential career pathways. An inference from the AA8 score is that a lower proportion of Melksham children are able to attain places in higher education and hence may find themselves gravitating towards lower paid employment.
- Melksham has 36 of the 108 emergency temporary accommodation units in Wiltshire. This is particularly seen in Kingsbury Square, where people who have nowhere else to go find themselves resident in Melksham, often for a short time before they are shunted on somewhere else.
- The needs of young people who feel hopeless, often leading them down a destructive pathway, is an area that a number of charities are trying to address. Their need might be partially alleviated by having a place to go and talk.
- During the pandemic, the pressures on the older generation have become more evident. Many have been subject to greater mental stress due to isolation and have been acknowledged as vulnerable. Again, the amazing work of community volunteers has been invaluable in this time, but as we come out of these lockdowns there is going to be an increased need for opportunities to socialise.
- There can hardly be a family in Melksham who has not been impacted by bereavement in their family or social circle. There is a significant need for a safe space to reconnect people together and support each other.
- Melksham is enriched by its residents with Learning Disabilities who could benefit from a central drop-in café to meet friends and socialise.

Examples of Activities and Groups

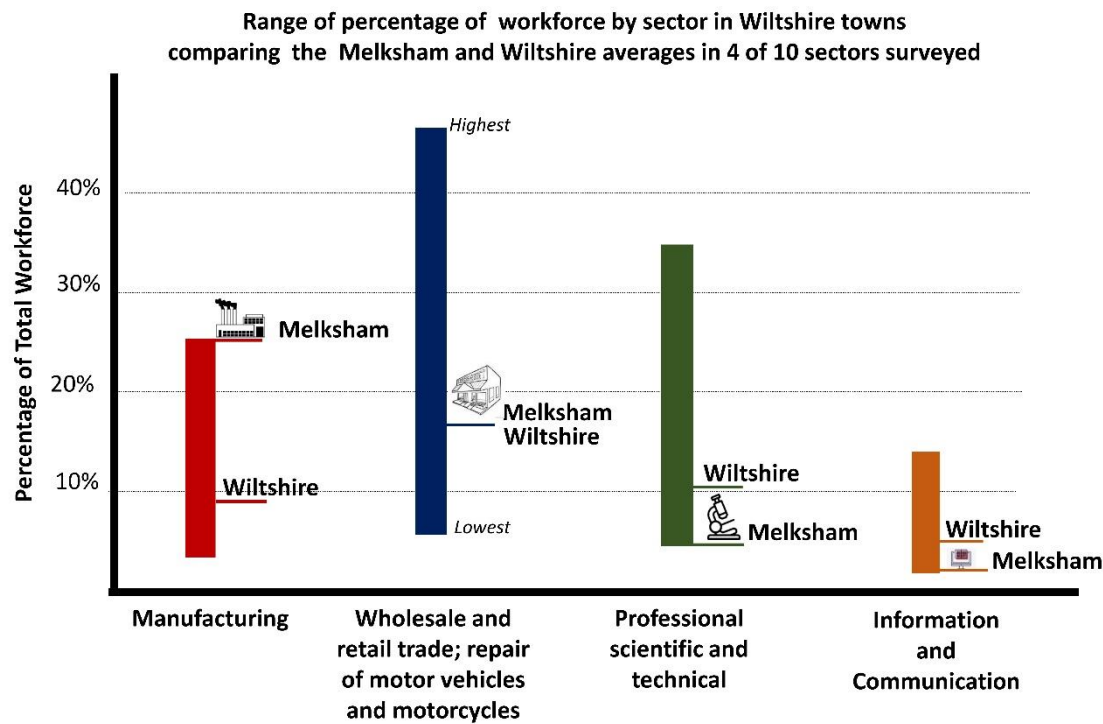
Types of groups	Possible Activities
Church	Meeting place Prayer centre “Small group” meetings
Supporting young people in Melksham	Drop-in after school café Homework help and IT provision Workshop to promote vocational skills and self-confidence. This may be best placed at Canberra in partnership with 4Youth Employability skills workshops
Community and self-support groups who might want to use the space to meet. IT provision would mean those without IT skills or access to computers or WiFi could be supported.	Bereavement support Adults with Learning Disabilities Young Carers Carer Support All-Age Melksham Suicide prevention – (eg #ITSOKTOTALK) Stay and Play groups
Training provision	Employability courses Work experience IT skills
Rental space	Event venue Paid classes Clubs Charity fundraisers Networking groups Exhibition space

Appendix 2

The Index of Multiple Deprivation - Melksham



The Index of Multiple Deprivation uses a collection of indicators grouped into seven Deprivation Domains to provide a relative estimate of deprivation within England. These domains are weighted to indicate their impact on deprivation and are collated to provide a single Index of Multiple Deprivation (IMD).



Percentage of Key Stage 2 pupils reaching the expected standard in reading, writing and maths in Wiltshire Towns

84% Highest town in Wiltshire

64% For all Wiltshire

57% For Melksham

55% Lowest in Wiltshire Only Tidworth has a lower % than Melksham

Percentage of Key Stage 2 pupils eligible for free school meals who reached the expected standard in Wiltshire Towns

71%

Highest town in Wiltshire (*u/a)

38%

For All Wiltshire (*8%)

36%

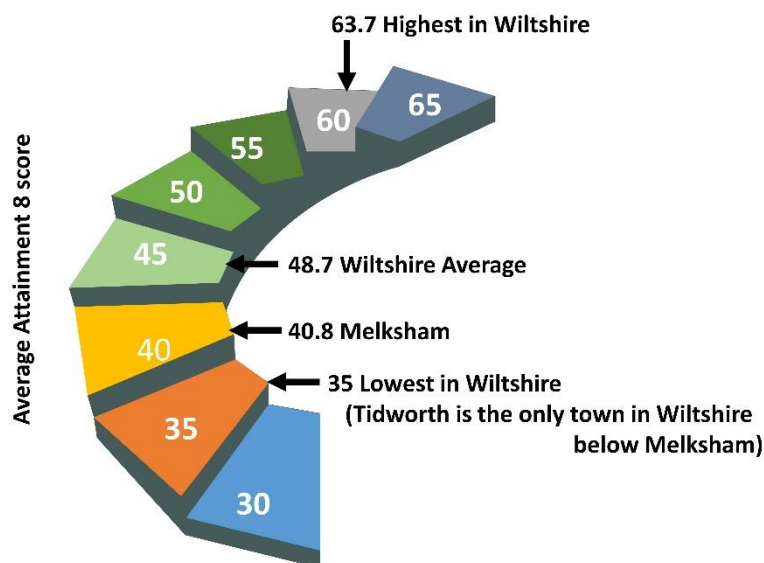
For Melksham (*10%)

17%

Lowest in Wiltshire (*u/a)

*** Percentage of children (ages 4-16) entitled to and claiming free school meals)**

Percentage of Students in Different Towns Reaching an Average Attainment 8 Score



Attainment 8 measures the achievement of a pupil across 8 qualifications including mathematics (double weighted) and English (double weighted), 3 further qualifications that count in the English Baccalaureate (EBacc) measure and 3 further qualifications that can be GCSE qualifications (including EBacc subjects) or any other non-GCSE qualifications on the DfE approved list.

Each individual grade a pupil achieves is assigned a point score, which is then used to calculate a pupil's Attainment 8 score. To create the community area attainment 8 score the total attainment 8 score was divided by the key stage 4 population.

Submitted by

John Firth

GoodNews Church, Melksham CIO

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Appendix E: Request from Police

From Mary Moore, PCSO,

I am hoping to promote the launch of the new Police Community News Box. The idea is for members of the public to help us gather intelligence regarding ASB and drug related issues which is becoming a big problem in Melksham.

This is for people who are not comfortable talking to the police or don't have access to phones or the internet, such as the elderly!

.....

We are basically looking for a base to use maybe a couple of days a week!

We are hoping it would be a long term agreement. The reason being we are being shipped to work back out of Trowbridge Station. Sometimes we do have car issues... so having a base in Melksham would be a great advantage to us. Ideally a place where we could have toilet and kitchen facilities, to save us going back to Trowbridge for lunch.

We would be happy to speak with the public, but don't really want it to be a drop in centre for people to report issues as this would still need to be done via 101 but saying that this is where the Community Police box will come into play!!

If this room was to become available would it be secure if we are not using it, or would we be able to have a key? so when we are out on patrol our laptops could be left in the building?

Thank you again for your time on this matter, I look forward to hearing from you!!

Kind regards,

Mary Moore 6336

Police Community Support Officer, Melksham Community Policing Team

Appendix F – Additional information from Melksham Library

Opening hours – 40 per week

Monday	10.00 – 7.00
Tuesday	9.30 – 5.00
Thursday	9.30 – 7.00
Friday	9.30 – 5.00
Saturday	9.30 – 4.00

Access to free computers and printing for a small charge.

Examples of phone and in person enquiries

- Books & reading:
 - What library resources available – both in library and online
 - Book recommendations (adult and children)
- Financial and skills support:
 - Universal credit
 - Job seeking
 - Interview/CV/presentation skills
- Community events/activities:
 - 'Whats on'
- Information about local information:
 - Local opening hours of shops and services
 - Bus/train timetables
 - Local group information e.g. would like to join a sewing group, learn tennis
 - Directions (where is... / how do I get to...)
 - Photocopying services (as library copier not in use)
 - Local studies/Heritage (family and house history in particular)
 - Council enquiries e.g. council tax, bins days, planning applications
- IT:
 - IT help/training opportunities available in the area
 - IT help on library computers
- Other:
 - Information on national companies - telephone numbers/location etc
 - General information on huge range of subjects (e.g. do you have any images of a NZ haka)

This is not exhaustive, but illustrates the breadth of enquiries

List of organisations/partners who deliver services/activities from the library on a regular basis (pre-covid)

- Read Easy (External)
- Credit Union (External)
- NatWest (External)
- Wiltshire Sight (External)
- Monthly book group (External)
- Registrar (Council)
- Health Improvement Coaches (Council)
- Local Area Coordinator (Council)
- Youth Offenders Team (Council)

In addition library staff offer 2 weekly rhymetimes for under 4s and a volunteer also runs a monthly Reading Group for people to share and discuss short stories and poems.

Appendix G – Financial information from the Rotary Club on running the Art House Café

Running costs for the Arthouse Café

Overheads

ArtHouse Café				
Analysis of running costs based on year ending 30 June 2019				
Café income		86,565		
Café expenses		74,565		
Trading profit		12,000		
Breakdown of expenses			for 2020/21	
Suppliers		32,100		
Wages		26,193	26,193	
Rent + electric		8,050	9,120	
Worldpay		595	400 say	
Equipment		2,106	2,106	
Maintenance		2,153	2,153	
Insurance		484	540	
Internet		460	540	
Accountant + software		1,026	1,800	
Other		1,398	1,398	
		74,565	44,250	
Café supplies -food and other consumables		32,100		
True overhead expenses		42,465		
Assuming similar costs for wages, equipment, maintenance and sundries then O/H moving forward will increase by around £2k				
Supplies costs necessary for income of 86,565 is 32,100 which represents 270%. <input type="text"/>				
Summary				
Moving forward - assume we continue in the same way opening for 6 days/week				
To break even we would need to achieve a café income in excess of £44,250 say £45k. This represents around £150/day average.				
If we wanted to make a £10k profit we would need an additional £37k of income which is £82k.				
If we could get premises rent free this would save us £5,100 so we could break even on around £40k i.e. £133/day.				

I did the analysis above in about April/May last year and is self-explanatory.

The wages account for the cost of a cook for the 6-day working schedule at a rate of £10/hr, and a nominal £200/month for the café manager (as a gesture). The manager usually worked 2/3 hours per day. In addition, there was a minimum of 2 volunteers working free of charge for coffee making, taking orders, serving and washing up.

If paid staff are employed to do the work of the volunteers, then the wages bill will increase by about £37k/year. This would mean the café would need to achieve a daily turnover of at least £270 to break even. We only ever achieved a turnover in excess of £300/day on the occasional busy Saturday.

Capital Costs

We did much work on planning, designing and programming the kitchen renovation and had submitted a detailed grant application to Community First just as Covid struck.

Below is the summary of costs involved as submitted in our grant application.

COST HEADING	TOTAL AMOUNT	LCF AMOUNT
Contractors- supply and install	10,298	}
Equipment	4,068	} 9,000
VAT	2,873	}
Contingency	1,000	}
Melksham Rotary work	4,260	
TOTAL	22,499	

Excluding the contribution of work done by Rotary we are looking at a cost of around £18k.

Since that time much of the equipment and furniture has been removed from the café and will need to be replaced. This includes

- Tables and chairs
- Refrigerators, freezers and cooler units
- Coffee machine, microwaves and other equipment etc.
- Crockery and cutlery
- Kitchen hardware

A sensible provision would be up to £20k.

There is also some internal work to be done to the fabric of the premises as the plaster has blown and was due to be replaced by MTC.

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MELKSHAM TOWN COUNCIL

Community Development Committee, 7 June 2021

Report: Melksham Public Arts

1 BACKGROUND

- 1.1 Following a Community Development Committee resolution on 3 August 2020, a working group of five councillors was set up to investigate ideas for art projects. The group identified ideas for long terms art projects as well as short term quick wins.
- 1.2 The list of ideas for art projects is included in appendix 1.
- 1.3 A scoring sheet was developed by the group to prioritise projects, in Appendix 2.
- 1.4 At the budget agreed in January 2021, it was resolved to allocate £1000 for public art projects in Melksham.

2 SHORT TERM PROJECTS

Three short term public art projects took place over the winter:

- 2.1 **Window of Thanks.** A collaborative art project took place to enable residents to express gratitude on small squares that were compiled to form a heart in the shop window of the Hiding Place micropub while it was closed in January – April.
- 2.2 **Lockdown Window Exhibition Challenge.** Collaborating with artists in Bradford on Avon, Melksham artists joined the challenge to exhibit their artwork in their own windows to brighten up the walking routes during lockdown.
- 2.3 **Art Displays in empty shops.** Working with landlords, staff secured the use of the previous Petstown premises (until March 2021) and the previous Nettl premises on Lowboune. The Town Council now has access to the Nettl shop as a temporary exhibition space as long as it is available, with displays changing every two weeks. Currently, the space has work from a sixth local artist, Daniel Dix, having recently featured Laura Richards, Sue Brown, Sue Barrett, Matthew Clifford and Joy Jefferys. Future displays from Bryan Clover, Pamela Bridgen, Susan Hames and Uriel Miller are scheduled.

3 FINANCIAL IMPLICATIONS

- 3.1 The short term art projects have had no costs other than staff time. For the long term art projects there is £1000 in the budget.
- 3.2 Additionally, there are over 30 national and local charitable organisations that provide funding for arts projects that can be approached once a project is decided.

4 RECOMMENDATION

- 4.1 That the public arts working group be re-established so that art projects can be chosen and recommended to Community Development Committee for approval.

5 CONTACT

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Possible Public Arts Projects in Melksham 2021




This list of ideas was started at Melksham Town Council's Public Arts Subgroup in December 2020, and added to over the winter by staff and Councillors.






It is a space to collect ideas and updates, from which to identify priority projects for the Community Development Committee to progress.







Blue –an idea at this stage








Green – In progress


Black – complete

Living Art	Idea	Location	Notes	People/ partners	Update May 2021
	Artistic planting	KGV/ other	Bulbs spelling 'Melksham' planted by children (unable to arrange this year due to lockdown)	Schools	
	Living Sculptures / Topiary	KGV	Like the Owl by Richard, mapped along a trail through town. Need to be protected from vandals. Olympics could be the theme, or animals, especially in the park. Talk to Richard about the floral sculptures for next year	Richard	
	Living Walls	Various	Structure needs to be solid enough to hold the plants, with soil which is heavy. It would have to be done by very skilled people to do it properly or it could be a mess. Charlotte Howard did her dissertation on Living Walls – we could ask to read it. Trying to do it ourselves could save money but could cause problems.	Charlotte Howard (local garden designer)	Charlotte Howard is happy to advise on construction and maintenance. Copy of her dissertation and presentation received

Sculptures	Idea	Location	Notes	People/ partners	Update May 2021
	General sculptures	Sensory Garden in KGV Queen Mary Garden Various	Jack Raisey is already exploring designs for Sensory sculptures in the Sensory Garden	Jack Raisey	Jack, commissioned by MTC to create a sound sculpture for the Sensory Garden in summer 2021
	Milk Churns Trail	Various	Like Bristol's Gromit Unleashed project – a series of milk churns all around town - groups/business can adopt and design, celebrating local area, diversity etc. Create a walking tour, including schools and groups take one to decorate with a plaque each. Would be a good advert for groups. Would get people walking around the town. Ask people to take a selfie with the sculpture and tag the town council. Look into the cost for summer 2022. Churns could also be planters to tie in with the Bloom group's work.	Schools, Businesses, Groups, Bloom Group	
	Cow sculpture	Market Place	Similar to the bronze calf in Chippenham, Melksham could have an elegant sculpture of a cow in a prominent place – for our heritage as 'Milk Town'		
	Parish markers	On footpaths at the boundaries	Artistic statues – could be milk churns – to indicate parish boundaries, one side 'Melksham', the other 'Melksham Without'	MWPC	
	Footprint trail	Pathways	could be adapted for an Art Trail, Information Trail etc in Melksham		

	Street Furniture	Skatepark/ various	Street furniture made of upcycled skateboards etc – would need to be in consultation with skaters. They don't like art on the actual skatepark – it needs to be clean and clear. But benches made out of skateboards might be an option as there is no seating there. Could paint the skatepark so from the distance it looks like a work of art	Skaters	
	George Ward Gardens Public Art Project	George Ward Gardens	This was opened in December 2020. A series of sculptures based on the theme of George Ward, the community was included throughout the process. Paid for with S106 money	Planet Art, WC, Persimmon Homes	Complete
	'Melksham is Great' sculpture trail	All around Melksham	This was installed in 2017. Eight sculptures around town linked with a map in two locations.		Suggestion to add QR codes to signs and link to website
Painting/ Murals	Idea	Location	Notes	People/ partners	Update May 2021
	Street Art	Market place flagstones	Street Artists invited to create depth perception temporary art on the flagstones, washes away with rain		
	Collaborative Mural	Underpass/subway	Since the area is around 200m long, it could be split into sections and local artists invited to take a section each to paint, with the theme of Melksham running through each section.	Local artists, young people, schools	Local Coop is interested in supporting a community painting project
	Murals on empty walls	<ul style="list-style-type: none"> • Bath Road Toilets • Wall by Sainsburys on the riverside walk • Wall of Chicken Hut • Wall between Hattos and Buds 	Several areas could be brightened up, with permission from the owners. Could be a blank canvas that is an opportunity for street artists to showcase their work to the world (without payment) – that could be rotated every 6 months to a new artist.	Building owners	

Temporary installation	Idea	Location	Notes	People/ partners	Update
	Art / photography gallery	Telephone boxes (see notes of meeting on Dec 2 nd for background)	Artists could submit photographs of their work to be displayed in a phone box. Images facing out of a closed phone box, or a small walk in exhibition.	Local artists through Cllr Brown	
	Youth information		Young Melksham were also interested in using phone boxes for information	4Youth	
	Floral displays		The Bloom group had considered it but have little resource. If real flowers are too high maintenance artificial flowers could be used	Bloom Group/ Miriam	
	Temporary Lighting Displays	Prominent buildings	light the underside of the bridge and maybe the underpass as a piece of decorative art. If this was well received, we could grow the number of installations over time, maybe into a little festival	Paul Weymouth / Wiltshire Council	
	Display of local art	Empty Shops		Cllr Sue Brown, Local Arts Groups	Exhibitions in Nettl continuing
	Lockdown Art Exhibition	Artist's windows in their homes	Local people display their own art, craft, sculpture etc in their own windows as part of a town wide trail, linked by a map	Tanya Lock	9 locations took part
	Community Art Project – Window of Thanks		Gather local people's messages of thanks to create into one large pixelated image	Malcolm Shipp – Hiding Place	Installed on 2 January until April
	Handprints of children			Schools	
	Yarn-bombing	Various	Has been successful in Melksham before with Tini Liggins of Melksham Oak	Crazy about Knitting, schools	
	Local art for sale	Art House Cafe	Exhibit artwork as before, on a rotating basis.	Local art groups	

	Paper cranes in windows		Idea from Mullion : https://www.falmouthpacket.co.uk/news/19174513.mullion-community-arts-project-fills-town-origami-cranes/		
	Peacock Arts Trail		Taking place online. Local artists have been invited to participate in the September trail. MTC could support by hosting an exhibition in the Town Hall/Assembly Hall		Local artists encouraged to take part in 2021
	Cloth Road Arts		Not taking place in 2021 but to bear in mind for future years		
Music	Idea	Location	Notes	People/ partners	Update
	Anthem for Melksham		Like Le Grand Depart of the Tour de France in Yorkshire in 2014 – they made an anthem for the evnt which was very popular https://www.youtube.com/watch?v=hilxQHMfJ-w	Local singer/songwriters	
	Community music video		Invite groups and individuals to sing a line of a song each to be edited together		
Interactive Experiences	Arts hub	Art House Cafe	With events, classes and exhibitions, poetry readings, a gallery space – so café element needs to be retained to keep the ambiance.		
	Rotating art market	Market Place	Scope to include this in the new Market Plan	David McKnight	
	Cooking/ baking /celebrating cultural food	Various	Food brings people together so a series of events could celebrate local cooking. Dancing Flavours', was popular, and the Turkish ladies who go to the multifaith group are very community minded.	Multifaith Group, local chefs/bakers	
	Melksham Arts trail like Cloth Roads	Throughout the area			
Melksham as Arts Hub		Website/ MIN/ Social media	Create and launch a programme of arts events, tying together existing projects with new ones. Possibly a dedicated Art in Melksham website could bring everything together, connecting artistic people, sharing events and trails etc	MIN	

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Criteria for selecting Public Art Projects for Melksham

Each question has a score out of 10, with a total possible score of 160

	Name of Project	Example: George Ward Gardens Public Art	Example: Window of Thanks	
	Community			
1	Does this project bring people together?	10	10	
2	Does the project include groups/individuals who would not normally work together?	8	9	
3	Is it inclusive for those who wouldn't describe themselves as 'artistic'?	8	9	
	Enhancing Unloved Spaces			
4	Is the chosen space currently unloved or neglected?	5	4	
5	Is the space very visible to the public?	5	10	
	Local artists and context			
6	Are local artists being showcased?	10	2	
7	Are local themes/history/issues expressed in the work?	10	7	
8	Is the piece created with the context of the area in mind?	10	5	
	Professionalism			
9	Does the lead artist have experience of creating successful public art?	10	7	
10	Will the artwork be structurally secure?	10	5	
11	Will it look professional and appropriate in its setting?	10	7	
12	Will it last for years to come?	10	1	
	Budget			
13	Is it financially viable?	10	10	
14	Can external funding be secured for the project if needed?	10	10	
	Permission			
15	Do we have permission from the landowner to use the space?	10	10	
16	Have the local community been consulted?	10	5	
	SCORE OUT OF 160:	146	111	0

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MELKSHAM TOWN COUNCIL COMMUNITY DEVELOPMENT COMMITTEE

7 JUNE 2021

Report: SOUTH WEST IN BLOOM - MELKSHAM ENTRY

1 BACKGROUND

- 1.1 South West in Bloom - Melksham is a community not-for-profit organisation which prepares Melksham for its entry into South West in Bloom [aka SWIB], a regional competition which is part of the Royal Horticultural Society's renowned Britain in Bloom competition.
- 1.2 South West in Bloom - Melksham was founded in April 2013.
- 1.3 Following normal custom, the Melksham South West in Bloom team has entered the town in the South West in Bloom competition for 2021.
- 1.4 Melksham has been a regular winner of the SWIB competition in recent years and our success as a town keeps people talking about this place in a positive light. This enhanced profile for the town benefits businesses, residents and visitors and forms a distinctive cornerstone of town centre regeneration work.
- 1.5 See Appendix 1 for Melksham award details in recent years.
- 1.6 See Appendix 2 for the official RHS Britain in Bloom marking template which gives an indication of the assessment categories and criteria, as well as confirming the increasing importance of environment and community categories. Looking at the assessment grade boundaries, underlines the extremely high level of achievement required (85% plus) to be awarded Gold, as Melksham has been in the last three years of the competition

2 ETHOS OF SOUTH WEST IN BLOOM - MELKSHAM

- 2.1 The Melksham SWIB team is proud to have an ethos of environmental responsibility, which includes recycling, rainwater harvesting, composting, anti-littering and sustainable planting.
- 2.2 Their aim, though voluntary community involvement, is to improve and regenerate the local environment, through the imaginative planting of trees, shrubs, flowers and landscaping, conservation and recycling projects.

3 SOUTH WEST IN BLOOM JUDGING DAY 2021 ANNOUNCED

- 3.1 The 2021 Melksham entry for South West in Bloom will be judged on Wednesday 14 July.

4 RESOURCES AND BUDGET

- 4.1 The resources and budget to support the South West in Bloom entry for Melksham are already priced into the 2021/22 budget and the day-to-day work of our Amenities Team.

5 RECOMMENDATION

- 5.1 That this report is noted, particularly the date of the 2021 judging in Melksham for South West in Bloom.
- 5.2 That this Council supports the activities of the Melksham South West in Bloom team by promoting the competition entry and date of judging through our media channels.
- 5.3 That the day to day work of this council, acknowledges and supports the importance of the competition entry and the associated judging date, to businesses, residents and the visitor economy.

6 CONTACT

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MELKSHAM TOWN COUNCIL
COMMUNITY DEVELOPMENT COMMITTEE

7 JUNE 2021

Report: SOUTH WEST IN BLOOM - MELKSHAM ENTRY

APPENDIX 1 – SWIB Melksham awards in recent years

MELSKSHAM SWIB Awards

2020 – Competition cancelled due to COVID pandemic

2019 – Gold

2018 – Gold

2017 – Gold

2016 – Silver Gilt

2015 – Silver Gilt

2014 – Silver Gilt

2013 – Silver



MELKSHAM TOWN COUNCIL
COMMUNITY DEVELOPMENT COMMITTEE
7 JUNE 2021

Report: SOUTH WEST IN BLOOM - MELKSHAM ENTRY

APPENDIX 2 –



Standard Marking Sheet

Name of Entry

Judges

Date of Assessment

Category: Village / Large Village / Small Town / Town / Large Town / Small City / City / Small Coastal / Large Coastal (Indicate appropriate category)

MAXIMUM OF 10 POINTS PER SUB SECTION

								Total marks awarded in sections A, B & C	Medal level awarded in sections A, B & C
A Horticulture 40%	A1		A2		A3		A4		
B Environment 30%	B1		B2		B3				
C Community 30%	C1		C2		C3				



Total Score out of 100:

Overall Medal Awarded:



Medal Guide: Gold, Excellent 85-100 Points; Silver Gilt, Very Good 75-84 Points; Silver, Good 60-74 Points; Bronze, Satisfactory 50-59 Points. 49 Points and below – certificate of participation.

Introduction and Overall Impression: (Please expand space as required to fit judging comments).

Judges Feedback Section A – Horticulture: *(Please expand space as required to fit judging comments).*

Judges Feedback Section B – Environment: *(Please expand space as required to fit judging comments).*

Page 45

Judges Feedback Section C – Community: *(Please expand space as required to fit judging comments).*

		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5-0
A1	<u>Overall Impression</u> Are the overall design and materials used within the entry appropriate to the location and do they generate a positive image?	High impact with excellent attention to detail delivering the desired results in an appropriate and consistent manner.	Most areas are high impact with very good attention to detail although a few areas are inconsistent. The entry is generally very good.	Good overall impact although not always balanced. Some areas make an impact but others need to be more vibrant with better design.	Although generally satisfactory , more attention to detail is required in order to increase impact and improve consistency of design.
A2	<u>Maintenance of Planted Areas</u> Are the areas within the entry maintained to an appropriate standard, including cultivation, weeding, feeding, pruning, grass maintenance, tree management and maintenance?	Excellent standards of cultivation. Very consistent throughout. Horticultural maintenance and general care is outstanding.	Standards are very good with few exceptions. Horticultural maintenance is managed very consistently.	Standards of horticultural maintenance are good and fairly consistent. There are a few exceptions where further attention is required.	Standards are generally satisfactory . However, the horticultural maintenance programme requires further attention to detail in some areas.
A3	<u>Plant Selection</u> Are the plants used in the planting schemes suited to their growing conditions and locations and is there year-round interest (where appropriate)?	Excellent plant selection with extensive year-round interest, and almost no exceptions.	Plant selection is very good overall with only a few exceptions and ample year-round interest.	Plant selection is generally good , but there is room for improvement in some areas in order to extend year-round interest.	Plant selection is generally satisfactory , however it requires further consideration in order to extend the season and maintain interest.
A4	<u>Plant Quality</u> Are the plants vibrant and grown to their full potential? Are they free of all pests and diseases?	Plant quality is excellent and grown to full potential with no evidence of pests and diseases.	Plant quality is very good with few exceptions. There are minimal signs of pests and disease present.	Plant quality is generally good , but not always consistent. Pest and diseases are present in a few locations. Lack of vigour in some areas.	Plant health and vigour are generally satisfactory but could be improved. Pests and diseases are present in certain areas.

		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5-0
B1	<u>Local Identity</u> Is there a sense of place, with appropriate sense of heritage, art in the landscape, signage and interpretation?	Extensive evidence of efforts to highlight/enhance local identity. An excellent impression made about what makes the area unique.	Considerable evidence of efforts to highlight/enhance local identity. A very good impression made about what makes the area unique.	Some evidence of efforts to highlight/enhance local identity. A good impression made about what makes the area unique.	Little evidence of efforts to highlight/enhance local identity. A satisfactory impression made about what makes the area unique.
B2	<u>Natural Environment</u> Biodiversity including the protection and conservation of the natural environment and wildlife habitat. The provision of appropriate wildflower areas, aquatic and if applicable marine conservation sites, bat and bird boxes as well as insect hotels.	The natural environment is managed to an excellent standard supporting a wide range of flora and fauna, with little improvement required.	The natural environment is managed to a very good standard supporting a wide range of flora and fauna; very little effort would lift it to excellent.	The natural environment is managed to a good standard supporting a wide range of flora and fauna. Requires further work to improve it in places.	The natural environment is managed to a generally satisfactory standard supporting a wide range of flora and fauna. Needs significant improvement in places.
B3	<u>Hard Surfaces and Open Grass Areas</u> (Including streets, open spaces and beaches if appropriate). To include cleanliness, absence of litter, street weeds, graffiti vandalism, flyposting and chewing gum, water conservation and recycling initiatives, hard landscape, open spaces and street furniture maintenance and effective dog fouling control measures.	All areas are cleaned to an excellent standard. Street furniture including litter bins and seating is in excellent condition. There is effective control of street weeds, no graffiti vandalism or flyposting. Excellent evidence of recycling initiatives.	All areas are cleaned to a very good standard. Street furniture including litter bins and seating is in very good condition. There is very good control of street weeds, very little graffiti vandalism and flyposting. Very good evidence of recycling initiatives.	All areas are cleaned to a good standard. Street furniture including litter bins and seating is in good condition. There is generally good control of street weeds, but evidence of some graffiti vandalism and flyposting. Reasonable evidence of recycling initiatives.	All areas are cleaned to a satisfactory standard. Street furniture including litter bins and seating is in variable condition. There is a little control of street weeds, and evidence of considerable graffiti vandalism and flyposting. Little evidence of recycling initiatives.

		Gold 10-9	Silver Gilt 8	Silver 7-6	Bronze 5-0
C1	<u>Year Round Activity and Future Commitment</u> Evidence of forward planning and year-round activity highlighting adding value, highlighting any events that make this entry unique and demonstrate the present strengths of the entry.	Excellent evidence of all activity taking place throughout the year and of advanced planning. The annual programme of activity is exceptional.	Very good evidence of all activity taking place throughout the year and of advanced planning giving this entry a real strength.	Good evidence of all activity taking place throughout the year and of advanced planning.	Satisfactory evidence of all activity taking place throughout the year and of advanced planning but some areas of improvement needed.
C2	<u>Communication and Awareness</u> Within the immediate area through regional and local marketing, involving all sections of the community. Communication and media involvement evidenced. Use of suitable interpretation, enabling learning and a greater understanding.	Communication are extremely well evidenced. Community involvement and public awareness are excellent .	Communications are very well evidenced. Community and media involvement and public awareness are very good .	Communications are well evidenced. Community and media involvement and public awareness are good . A few missed opportunities.	Communications are evidenced. Community and media involvement are satisfactory but somewhat limited and overall there is room for improvement.
C3	<u>Funding and Support</u> Fundraising and on-going support from a range of businesses and organisations appropriate to the size of the entry making it viable and able to continue moving forward.	Excellent level of funding that ensures the viability of the entry into the future. Support in all areas is outstanding and a real strength for the entry.	Very good level of funding that ensures the viability of the entry. Support in all areas is very good and will be sustainable over time.	Good level of funding that ensures the viability of the entry and sustains present projects. Support in all areas is good and, with effort, will be sustainable over time.	Satisfactory level of funding that ensures the viability of the entry and sustains present projects. Support in all areas is satisfactory and fairly sustainable over time.

Judges/entrants notes

- The new style report and assessment form has rebalanced the existing scoring system to 40:30:30 reflecting the greater importance of the environment and the community.
- The form has expandable sections under overall impression and Judges' feedback allowing the judges to provide comprehensive and meaningful comments as much as they deem necessary.
- Should any element, through no fault of the entrant, be absent then judges should use an average mark for that element only (average in most cases will be within 7-6). If the element is inappropriate to the area then the judges should not mention it in the feedback.

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MELKSHAM TOWN COUNCIL - COMMUNITY DEVELOPMENT COMMITTEE

7 June 2021

Report: MELKSHAM IN BLOOM HORTICULTURAL COMPETITION 2021

1 BACKGROUND

- 1.1 Melksham in Bloom is the annual local horticultural competition that the Town Council has been running for around 30 years.
- 1.2 While most events were cancelled for summer 2020, the Town Council was able to go ahead with Melksham in Bloom as it could be designed to comply with prevailing COVID-19 security guidelines at the time.
- 1.3 As such, Melksham in Bloom 2020 formed an important part of a diverse package of COVID-19 support measures for residents and businesses during a very difficult time.
- 1.4 To ensure COVID-19-security compliance, the number of competition categories were reduced in 2020, removing some and merging others.
- 1.5 In order to make the 2020 competition more accessible during a difficult time, new sunflower categories were introduced. These have been retained for 2021.
- 1.6 Our usual judges were unable to support the competition in 2020, due to underlying health conditions and the risk of coronavirus, so four new volunteer judges were recruited for the day.
- 1.7 2020 competition sponsorship was received from Lowden Garden Centre and Old Milestone Nursery in the form of vouchers as prizes.
- 1.8 25 people participated in the 2020 competition, with 47 entries across 9 categories.
- 1.9 All entrants were notified of the results the day following judging and the winners were announced in the Melksham News.
- 1.10 Photographer Linda De Santiz took photos of each garden that entered. These photographs were featured daily on the Melksham Town Council Facebook page to celebrate the competition, recognise the skills of the entrants, encourage those who entered to continue to do so in future years, and inspire others to do so in the future. This Facebook feature was very popular.

2 2021 COMPETITION

- 2.1 The call for 2021 competition sponsorship has gone out to local garden centres and so far Old Milestone Nursery are secured as sponsors.
- 2.2 The date of judging will be between 19th and 21st July, depending on judge availability.
- 2.3 Following consultation with previous entrants, the categories for 2021 have been increased from last year's 13 to 19 (see below), and entry forms have been sent to previous entrants.

A	Large Front Garden
B	Small Front Garden
C	Large Rear garden
D	Small Rear garden
E	Courtyard – front or back
F	External display with no garden
G	Best single tub/container
H	Best single hanging basket
I	Best garden feature involving water
J	Best innovative garden design
K	Most environmentally friendly garden
L	Best external floral display
M	Best shop window display
N	Best Residential Home
O	Best School / pre-school
P	Best street
Q	Best Allotment
R	Tallest sunflower
S	Biggest diameter sunflower - flower/seed head

3 RESOURCES AND BUDGET

- 3.1 The cost of the Melksham in Bloom 2021 competition is accounted for within the 2021/22 budget, and previously agreed.
- 3.2 The staff resource to run the competition is available.

4 RISK

- 4.1 The greatest risk to the competition in 2021 is a further, significant, outbreak of COVID-19 cases and any resulting directives preventing the competition from running. This scenario is considered unlikely in the summer months, when the competition is held, as these are the lowest risk months for virus spread. The ongoing risk from COVID-19 will be monitored as part of this council's day to day work and mitigating actions recommended and taken as requested or directed.

5 RECOMMENDATION

- 5.1 To note this report.
- 5.2 To support the planned Melksham in Bloom 2021 activity.
- 5.3 To encourage townspeople, organisations and businesses to participate.

6 CONTACT

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MELKSHAM TOWN COUNCIL

Community Development Committee, 7 June 2021

Report: Trees for Jubilee

1 BACKGROUND

- 1.1 At the Annual Town meeting on 24 May 2021, a suggestion was made by Pam Wiltshire to investigate participating in the planting of trees for the Jubilee in 2022.
- 1.2 This is a scheme set up by the Royal Family to commemorate the Queen's 70th year on the throne.
- 1.3 The Woodland Trust is inviting people to 'celebrate the Queen's Platinum Jubilee in 2022 by being part of the Queen's Green Canopy.' It says, 'The Queen's Green Canopy will create a network of individual trees, avenues, copses and whole woodlands in honour of The Queen's service and the legacy she has built. This will create a green legacy of its own, with every tree planted bringing benefits for people, wildlife and climate, now and for the future. Any trees planted from October 2021 to the end of the jubilee year in 2022 can be part of the Queen's Green Canopy. Tree planting season is October to March when roots are dormant and new trees will have the best chance of flourishing. Why not use the summer months to plan your planting and arrange a day of celebration?'

2 CURRENT POSITION

- 2.1 Knorr-Bremse recently donated over 100 trees that were planted at Shurnhold Fields to commemorate World War One.
- 2.2 The Town Council ran a tree planting scheme last year in which residents were given tree saplings to plant in their gardens. This scheme will continue again this autumn, depending on Covid restrictions.
- 2.3 Ideas for planting more trees in King George V Playing Field have been previously suggested, particularly in the area to the south of the Playing Field that is prone to flooding.
- 2.4 Other areas around Melksham could be investigated for tree-planting suitability, working with the Town Council's tree wardens.
- 2.5 Community tree planting events could be organised to highlight the scheme and raise awareness of the importance of trees in addressing the climate emergency.

3 RECOMMENDATION

- 3.1 That Melksham Town Council investigate the scheme further and identify areas that could accommodate trees in order to participate in the Tree planting scheme to commemorate the Queen's 70th Jubilee in 2022.

4 CONTACT

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Terms of Reference

Community Development Committee

The Community Development Committee will be responsible for matters relating to all events staged, managed, or involved with in relation to the Town. This will involve the preparation and management of event planning and gaining relevant permissions required.

1. Membership

Seven elected Members.

Invited officers and volunteers to enable events to be run, who have will have no voting rights.

2. Delegated Business

The Committee has been delegated to deal with the following matters to conclusion:

- 2.1. All community events
- 2.2. Young people/activities
- 2.3. CCTV
- 2.4. Marketing and Promotion
- 2.5. Business Support such as Car Parking refunds
- 2.6. Civic Awards
- 2.7. Review all budget lines and monthly accounts for all events
- 2.8. Prepare regular reports to Property & Amenities Committee

3. Referred Business

To consider and make recommendations to the Town Council on the following matters:

- 3.1. Budget estimates, to be prepared no later than September each year and submitted to the Property & Amenities Committee
- 3.2. Any other matters referred to the Sub-Committee by the Property & Amenities Committee

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MELKSHAM TOWN COUNCIL

Community Development Committee 7 June 2021

Report: Update on the Melksham Community Groups Network

1 BACKGROUND

- 1.1 At the meeting of Community Development on 23 November 2020, it was agreed to ask the community groups in the Melksham area if they would be interested in joining a network of groups – virtual to begin with – in order to support each other and share information between groups and clubs in the Melksham area.
- 1.2 The responses to the survey were that a network was a good idea, for either monthly or quarterly meetings, with Wednesday and Thursday evenings as the preferred time.
- 1.3 Additionally, subjects to be covered and other ways of helping are outlined below:

“What subjects or themes do you think could be covered in meetings?”

Promotion, marketing, advertising, communication, IT, website	10
Fundraising (including Town Council grants and Covid funding)	8
Networking, mutual support, befriending	7
Volunteer recruitment, engagement / membership	6
Equipment share/ skill share/ swap	5
Events/scheduling to avoid clashes	2
Risk assessments	2
Covid – coping with restrictions and return to normal afterwards	1
First aid	1
Awareness of each other	1
legislation	1
Maintaining enthusiasm	1
Tackling specific local issues/causes:	2
• Elderly services/isolation	4
• Support Young people/children/families	3
• Litter, vandalism	1
• Major development proposals	1

“How else do you think Melksham Town Council can support Community groups, clubs & charities?”

Marketing/publicity	5
Grants	4
Free venue hire	3
Attend and support events	2
Collate/coordinate different communication streams	2
Provide information about other groups	1
Find isolated people	1

Find more volunteers	1
Put on community events	1
Equipment	1
Create a virtual space for groups to help each other	1

2 FIRST MEETING

- 2.1 Based on the above responses, the first meeting was arranged by Zoom on Thursday March 18th, with 31 attendees. A presentation was given by the Economic Development Manager on promotion and press releases, and the questions for the discussion groups were 'How have we coped during lockdown?' And 'How can we support each other as we emerge from Lockdown?'



- 2.2 The notes of the meetings are included in [Appendix A](#).
- 2.3 Feedback after the meeting included comments about the benefits of seeing each other and working together, and that Melksham has incredible community spirit that is shown by the range of groups and volunteers who continue to work for Melksham.
- 2.4 One of the suggestions was for the Town Council and Melksham Without Parish Council to work together with the Melksham Independent News to produce some coordinated publicity. The groups were contacted and an A-Z of groups coming out of Lockdown is currently being featured in the Melksham News, across three editions of the paper, on May 13th, May 27th and June 10th. The first feature is in [Appendix B](#).

3 SECOND MEETING

- 4.1 With the subject of a Community Hub having been brought up at the first meeting, the second meeting, held on 13 May was around ideas and options for a Community Hub and information sharing. Xx people attended and the notes of that event are included in the Community Hub report on this agenda.

4 RECOMMENDATION

- 4.1 That this committee approve the continuation of the Community Groups Network, which will meet every two months.

5 CONTACT

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Appendix A - Feedback from discussion groups at Melksham Community Groups Network Event, March 18 2021

Discussion Groups 1:

What have we learned in the past year of lockdown?

We learned how to do video conferencing

Lonely people in Melksham, who were isolated even before the lockdown, have had more help from family but need support at all time, not just in the pandemic.

Revealed that there are more people with mental health issues than we knew about

Easier to keep in touch with each other and organise things online without having to meet up.

How did our groups cope?

Events organisers have struggled as a lot of hard work goes into planning an event that has to cancel. There have been highs and lows behind the scenes, but people are behind you whatever you do. The community is strong in Melksham.

Some have used modern tech to keep making contact, but some have not have the expertise to do that so have struggled.

Concern that this is the exit strategy that the 'old guard' were looking for? – an excuse to step down from volunteering?

Members within groups supported and kept in touch with each other, more than usual.

What did we do differently?

People thinking differently – finding ways to adapt services, e.g.:

- Detached youth work
- Elderly meetings have had to stop but still sending out tea to residents
- Online activities and sending out goody bags
- Socially distanced bowls games
- Reach people by going out to them instead of bringing them in to a building
- Telephone, letters and cards have been used more.

What were some positives?

Some people can access support easier now its online.

Numbers of attendance at Zoom meetings is higher than in real life. People like Zoom, it's so much easier than attending meetings in the town hall on a cold night.

Community support and meeting up on zoom far more than we did naturally.

More aware of and valuing friendships

Groups are grateful for national government funding and local grant funding, particularly for community buildings.

While some volunteers have stepped down, at the same time new people have discovered volunteering over lockdown.

In some cases it feels like there has been five years of progress in one year. Lots of drop outs and lots of new people.

Looking to the future

Concerns of loss of routine, loss of members, will people come back?

Loss of momentum, people are tired and might be hard to start again.

We've had to adapt and welcome new technologies, more difficult for some due to lack of IT or knowledge. People want to learn but need to do it safely to avoid being scammed. Elderly people would like to be taught how to do it safely.

Groups are hopeful that people will come back. People are fed up with being locked down so may be eager to join clubs and groups after lockdown

Attendance of things is easier online, that can continue.
Looking forward to the future, getting back to things as close to normal.

Discussion Groups 2:

How can we support each other in raising awareness of the great work all the groups, clubs and charities do in Melksham

We want to help and promote each other, drawing together the things we do, through publicity.
Some groups have synergies together, pockets of groups who can work together with similar audience.

Some groups have more people than places for them, other struggle for members, so the publicity messages are different. Some groups looking for volunteers, some looking for members.

Know your market – who is likely to come to your groups, and target publicity specifically.

Town and Parish Council can be instrumental in promoting all groups and activities.

On paper and off line, publicity needs to exist on all platforms.

Web

Community Matters is the area board website where you can advertise events.

We can share each others' information and websites.

Melksham community hub or website could gather all info together – this is in progress.

Social Media

Need to be media minded – facebook is a good place to get instant messages across.

Still use social media even though your users aren't, as neighbours can help those who don't have social media

Use the Town and Parish Councils to pump your messages out, they have a strong social media presence and can drop in articles from groups on social media. People are looking for things there.

Create a list of facebook pages so we can all like and interact with each other.

[Instagram](#) is another way to get followers, and [Linktree](#) is another site (related to Instagram)

Debs runs '[Melksham events](#)' on facebook

Local Papers

Can use Melksham News and Wiltshire Times

Town council and parish could coordinate a 2 page spread in the MIN to provide a joint publicity to address people not online – all groups would be fighting for space so needs coordinating

Create a list of all the publishing magazines.

Community Connector

Doctors need to know what groups there are – Moira Conroy is a community connector, working with doctors, as a social prescriber, can refer people to groups and events, is keen to know what groups exist and will be looking for places to get people together.

Events/ meeting places

Train station hub are wanting to gather people together, but it's very small.

Elderly need to talk to each other, they want to talk to their own age group.

We need a community hub, not digitally. A lot of people, elderly people don't want digital, they want to talk to each other.

Possibility of hiring a marquee so people can meet up outside?

Arrange a community groups publicity market for groups in the Market Place.

Hold an organisations event like the Town Council did before.

If it is older people you want to reach, then do a presentation before the film club or lunch clubs.

Melksham is a wonderful town to be part of. So many people want to help and it has shone through in this time.

Appendix B – first of three features in Melksham Independent News on May 13th 2021

Page 16-17 in the digital edition: <https://edition.pagesuite-professional.co.uk/html5/reader/production/default.aspx?pubname=&edid=75e9314d-d5bc-4877-a2e3-fe3cf11ecb9a>

AZ of Melksham groups coming out of lockdown

Absolutely You

Absolutely You Community Interest Company aims to promote daily positive habits, such as journaling, to increase emotional and mental resilience and wellbeing for all age groups.

Some people will only need paper and a pen to journal whilst others may need a guided journal or planner. For the latter we want to work with suppliers to join forces for the local community - this may be discounts or the ability to donate to local organisations to get people started.

For more details contact jacob@absolutelyyou.co.uk and find us on Facebook www.facebook.com/absolutelyyou

Melksham Town Council and Melksham Without Parish Council have compiled this information in collaboration with the Melksham Independent News in order to support and promote our rich and diverse range of groups, clubs and charities in the Melksham area.

Starting at the beginning of the alphabet, here's your pull-out and keep guide to groups from A to Z. Further local groups will be featured in forthcoming issues of Melksham News.

Alzheimers Support

MOVEMENT for the Mind is meeting again at Bowerhill Village Hall.

The people exercise group for people living with dementia and family carers is run by *Melksham's Support* and supported with a grant from Melksham Town Council. Organiser Kate Shapcott said: "People affected by dementia benefit so much from getting out and enjoying a social occasion and there are so many health benefits to taking part. The exercises are suitable for older people and many are done from the chair so you don't need to be sporty. There is a lot of laughter in the group and we follow careful Covid protocols to keep everyone safe."

The group meets Bowerhill Village Hall, Halfway Road, SN12 6QS, fortnightly on Wednesdays from 10.30am to 12pm. To join as a member, or to come along as a volunteer, please call 01189 299555.

Citizens Advice Wiltshire

CORONAVIRUS has made life hard for many people. We're here to help.

We offer free, confidential, up-to-date advice about benefits, employment, debt, housing, family matters, legal issues and more. While we work to reopen face to face services, you can continue to get advice from us online, by email and over the phone. Call us on 0800 144 8845 (Monday to Friday, 9am-5pm).

You can also chat with an adviser online.

Community Action for Whitley and Shaw (CAWS)

CAWS (Community Action for Whitley & Shaw) will be looking forward to our AGM on 18th May.

We hope to see more of the community getting involved as we restart our community line picks alongside developing the plan for a Summer Fete in 2022. We will also look forward to sharing off our plan to turn the disused phone box opposite Shaw School into a local learning resource. We will be continuing with our responses to local planning applications to ensure the village to represent community views and concerns.

If anyone is interested in knowing more, please contact info@caaws.org.uk

Community Connector Service

WE have two Community Connectors in Melksham (Annette and Mona) who can support people to identify the changes they would like to make in their lives to improve their health and wellbeing.

It's really exciting that groups and clubs are planning on reopening in Melksham. However, we are all a bit out of practice at getting out and about and socialising in bigger groups, so if you feel a bit overwhelmed by all the choices, or you would welcome some support to make that first step, then Annette and Mona are here to help you. They can support you to choose the right group for you and also support you to take that first step to attend the group.

If you would like to talk to Annette or Mona, please ask your GP practice to make a referral.

Conigre Mead Volunteers

CONIGRE Mead Nature Reserve is a 3-acre reserve in Melksham on the bank of the River Avon between Salisbury's car park and A350 bypass.

It is owned by Wiltshire Wildlife Trust. The reserve is mostly woodland with a few open spaces and three ponds of varying sizes. There are a variety of wild flowers and it is a haven for birds and insects including dragonflies. There are several seats for people to sit and relax. It is managed by Conigre Mead Volunteers who meet on third Saturday of the month to undertake conservation tasks.

Happy Circle Day Centre

THE Happy Circle Day Centre - for older people living independently in Melksham.

Our charity is presently in the planning stages of our return from lockdown, so that we can soon continue providing our weekly Day Centre for our members. We have a variety of activities and provide fun, laughter and friendship to our older age.

We are currently looking for a special kind of person to join our team as a volunteer and assist us on our return. If you have a spare hour or two on Mondays, or maybe further in the future please contact Louise Spinks 07595 852775.

Does your group have news to share?

Let us know what you are doing, and we will list that in our publication in Melksham News

Little Cherubs Toddler Groups

LITTLE Cherubs Toddler Groups usually run on a Tuesday and Friday morning during term time, welcoming pre-school aged children and their families.

During the COVID-19 pandemic, we have been meeting online for stories, songs and play time!

From 30 May, our weekly dedicated 'Cherubs Outside' sessions will begin on a Tuesday morning (weather permitting), behind St Michael's Church. Each week, we will have two sessions available: 10.15-11.00am and 11.15-12.00pm.

For more information, take a look at our Facebook Group by searching for Little Cherubs Toddler Groups, Melksham on Facebook. Or, email Hannah at hannah@littlecherubs.co.uk

Melksham & District Historical Association

ALTHOUGH it is impossible to make any definite plans at the moment if the situation continues to improve we hope to resume our meetings in June/September term depending on the requirements of the Assembly Hall.

The programme will be of "in house" presentations so that plans can change or be cancelled if necessary.

Thursday 19th September - Slide presentation by President Daisy Piddock

Thursday 21st October - Melksham Memories presented by Gail Barker

Thursday 18th November - AGM & Social Evening meeting Hall requirements

Melksham and District Link Scheme

MELKSHAM and District Link Scheme is a local charity, run by local volunteers for local people.

We transport residents to their medical appointments if they are unable to get themselves there and have no friends or family who can help them.

We pick up clients at their homes, drive them to their appointments, wait and take them home. As a charity we rely on donations from our clients to enable us to continue to function. For more information, call us on 07595 159075. Email info@melkshamlink.co.uk Visit www.melkshamlink.co.uk

Melksham Community Meals

MELKSHAM Community Meals have been available to most areas of the town since the start of March 2020 due to Covid 19.

We have been keeping in contact with everyone with surprise deliveries for which people have been pleased! We are working towards hopefully starting up again by the beginning of September 2021. We do still need to find new premises though. Venue accepted for donations is a large hall and catering kitchen. We are prepared to work with other clubs and community groups to offer activities before or after the meal. If anyone has any ideas and thoughts on a venue please contact Sue Martens 07709 415 883. It would be so amazing if we could get this service up and running again.

Melksham Community Transport

MELKSHAM COMMUNITY TRANSPORT

THE Community Bus has continued running to and from Church School, picking up in Melksham, Holt, Basingstoke, Gifford, Avebury and Purtil.

We have just recently been able to restart our shopper bus services, with a capacity of 8 people, for social distancing reasons. We are also hoping to run day trips again soon. The first is planned to be on 18th June for Weymouth for the day. Anybody interested in this please contact the Transport Officer - 07595 707433.

We would like our shopper bus to have engaged and talked up and we have brought a replacement for the bigger bus. We are all hoping to get back to normal as soon as possible.

AFC Melksham Disabled Football club

LONG running AFC Melksham hold weekly coaching sessions for under 16 and Adult Disabled footballers.

Wednesday nights at Bowerhill playing fields 1730 to 1830 in the summer (thanks to NWFC) and move indoors to Melksham Oak gym in the winter months.

AGM is 18.00 to participating players, open to male and female, and coaching is by DHS FA qualified coaches who give their time free, a massive commitment.

AFC Melksham, a National Charter Club, thanks local councils for their continued financial support, Anne Hurrey, and local firms Kenyon Thomas and Great Bear who at present despite COVID have stood by this long standing voluntary commitment to support sport for all. Hon President Brian Telford and his good lady Jean from Avon are the foundation of this local long standing club with AFC Melksham Disabled Club the original grass roots support that started this offshoot.

Patrick Johnson is the manager and Mike Rogers Chairman (contact 07579 707441)

Age Friendly Melksham

AGE Friendly Melksham is part of the national Age Friendly Network to address an ageing population.

We are addressing the social, emotional and practical difficulties older people may have that make it difficult for them to stay connected to their communities and live healthily and active lives, making valuable contributions.

We are setting up a Melksham Community Area 'Age Friendly' forum to hear what would help you to age well. If you are 50+ and want to make sure your voice is heard, go to www.agefriendlymelksham.co.uk or call 01225 662971 or email info@agefriendlymelksham.co.uk

Bowerhill Residents Action Group

THE Bowerhill Residents Action Group (BRAG) was formed in 2005 following a merger between the Bowerhill Action Group and the Bowerhill Residents Association.

It is open to all residents of the Bowerhill area and exists to provide a means of discovering the needs of Bowerhill residents and representing them to critical bodies.

BRAG also tries to make local people aware of future developments within the community and to be very active in the local community carrying out regular litter picks, maintaining the path to the canal and managing the picnic area. For more information please contact Mark Harris on 01225 751454 or 01945 445634 or email mark@brag.co.uk

Cats Action Trust North & West Wiltshire

WE rescue cats and kittens in need of care, give veterinary treatment if needed, and provide 'foster' homes until they can be rehomed.

The charity has no paid staff and is run entirely by volunteers. Our biggest single source of income is our Bitch Road shop, where we would love to welcome more volunteers to help with sorting and pricing donations, storing clothes, arranging displays and serving customers. In addition, local cat-friendly practices and shops can act as collection points for donations of cat food and litter.

A list of animals available for adoption can be found on our website: www.catsactiontrust.org.uk

Email info@catsactiontrust.org.uk

Age UK Wiltshire

AGE UK Wiltshire hopes to be re-opening its popular Fitness & Friendship Clubs from June.

The clubs provide a great opportunity for older adults to socialise and stay active. Each meeting includes gentle exercises to help maintain strength, balance and flexibility, followed by tea and biscuits and a chance to chat. The Melksham Club meets from Bowerhill Village Hall on alternate Thursdays. If you'd like to register interest and join the friendly session, visit www.ageuk.org.uk or call 01225 662971. If you would like to volunteer to help with the club, please contact volunteer@ageuk.org.uk

MORE MELKSHAM GROUPS COMING!

The A to Z will continue in future issues.

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MELKSHAM TOWN COUNCIL

COMMUNITY DEVELOPMENT COMMITTEE

7 JUNE 2021

ECONOMIC DEVELOPMENT COMMITTEE

14 JUNE 2021

Report: CUSTOMER EXPERIENCE IN A POST-PANDEMIC DIGITAL ENVIRONMENT

1 BACKGROUND

- 1.1 Unusually, the authors are taking this report to two committees. This is because we believe the project recommendations have potential for significant impact with both the business and community sectors.
- 1.2 The way in which people engage with businesses and organisations is changing. This change was happening pre-pandemic but the rate of change has accelerated much more rapidly, of necessity, during the pandemic.
- 1.3 Digital environments are becoming part of our daily lives. Virtual meetings, online shopping, social media, booking tickets, cashless transactions, zoom get-togethers with friends are now an integral part of our daily schedule.
- 1.4 Of course, we understand that this new age of heightened digital engagement is not for everyone, but the inescapable fact is that it has become the norm for the majority of people.
- 1.5 It is therefore important to ensure our businesses and community organisations are fighting fit to participate effectively in this era of heightened digital engagement and that collectively, a marketing advantage for the town is developed.

2 TECHNOLOGY ADVANCEMENTS

- 2.1 Technology moves quickly, but there has been a real step change in the last 16 months or so.
- 2.2 Integrating online booking facilities, linking social media channels with websites, accepting credit/debit card payments, using virtual meeting technology and interacting with customers /potential customers has never been easier, or indeed cheaper, since many users can now undertake this work themselves.

3 PROPOSAL

- 3.1 With the plethora of new digital technologies and channels available, and increasingly being used, there is a heightened importance that messaging is consistent, reliable and that it reflects the business or organisation in the same way as its physical presence.
- 3.2 The author's experience is that digital messaging in many cases does not reflect the qualities in 3.1 above.
- 3.3 The purpose of this customer experience proposal is threefold:
 - 3.3.1 To position Melksham as a multi-channel town, engaging with and delighting customers and supporters consistently across digital and physical channels. The town's ambition in this respect should be announced at the outset, so that all participants understand the importance of the scheme and the role they play in it.
 - 3.3.2 To recognise individual businesses and organisations who achieve a high standard in this regard by offering free, independent and confidential assessments.
 - 3.3.3 To positively differentiate Melksham in these respects and use this heightened customer engagement experience ethos as a way of attracting new custom for our businesses and engagement with our organisations.
- 3.4 The starting point for this work is to engage with businesses and organisations and support them to drive standards of digital engagement ever higher, using a confidential assessment process.
- 3.5 This confidential assessment process in 3.4 will involve a review of a business' or organisation's digital profiles across a range of channels, including:
 - 3.5.1 how consistent the digital channels are and how they integrate with its physical presence.
 - 3.5.2 the review will be undertaken from a customer experience and not a technical perspective
 - 3.5.3 will result in a suggested list of action points for improvement for the business or organisation
 - 3.5.4 each completed assessment will be awarded a grade – gold, silver, bronze, commended - valid for a 3-year period after which reassessment will be required.
 - 3.5.5 whilst the participant would need to decide whether to publicise their participation and award, a printed certificate and digital media pack (digital certificate, digitised scheme branding, window sticker, suggested (and editable) press release announcement)
- 3.6 The author has operated successful schemes, similar to this, in the past. Therefore, the basis of an assessment scheme for individual businesses and organisations is already available, just needing updating to reflect changing technologies and circumstances, as well as the established Melksham ethos for friendly, helpful service and support.

4 WHAT THIS PROPOSAL IS NOT

- 4.1 This proposal is NOT for a scheme to build websites. Rather it is a customer/visitor experience programme to highlight the importance of consistency of content across all digital and physical channels, driving up these standards and highlighting the opportunity to use new technologies to delight customers.

5 RESOURCES AND BUDGET

- 5.1 The financial implications of the proposed scheme are modest, limited to some design studio time, scheme marketing and award collateral.
- 5.2 The other implication is time. The author proposes that this scheme could be included within the business and community support portfolios of the Economic Development Manager and Community Development Officer and delivered within their existing work programme.

6 RISK

- 6.1 The main risk is that businesses and organisations will either not participate in the scheme or will not implement the findings of assessment. This will be mitigated by recruiting scheme champions from business and community leaders and/or the early adopters, and by promoting successes.
- 6.2 The secondary risk is that standards, initially improved, will subsequently slip. This will be mitigated by the assessment award being for a limited time span and requiring periodic re-accreditation.
- 6.3 Consistency of assessment standards will be maintained by the Community Development Officer and the Economic Development Manager internally verifying each other's assessments, prior to release, to ensure consistency.

7 RECOMMENDATION

- 7.1 That this report is considered and approved.
- 7.2 The author's existing assessment scheme for businesses and community groups, is updated and refined for Melksham.
- 7.3 That a small number of trial assessments are undertaken to create a pool of early adopters.
- 7.4 That scheme champions from business and community sector leaders and/or early scheme adopters are recruited.
- 7.5 That the individual assessment scheme is launched and implemented, and the wider ambition for the town announced.
- 7.6 That periodic scheme updates (every 6 months suggested) are brought back to the Community Development and the Economic Development and Planning Committees
- 7.7 That, as the number of participants in the scheme develops, Melksham is increasingly profiled in its marketing for its excellence in this area of customer experience.

8 CONTACT

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