



Public Document Pack

Melksham Town Council

Town Hall, Melksham, Wiltshire, SN12 6ES
Tel: (01225) 704187

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

4 January 2022

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 Melksham Town Hall on **Monday 10th January 2022** commencing at **7.30 pm**.

A period of public participation will take place in accordance with Standing Order 3(e) 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

Town Hall, Melksham, Wiltshire, SN12 6ES
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Town Clerk and RFO Linda Roberts BA(Hons) PGCAP, FHEA,
FLSCC

Melksham Town Council Community Development Committee

**Monday 10 January 2022
At 7.30 pm at the Melksham Town Hall**

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

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.

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 13 September 2021.

4. Virtual Community Hub (Pages 5 - 12)

To receive the Virtual Community Hub Report of the Community Development Officer.

Email: towncouncil@melksham-tc.gov.uk **Web:** www.melksham-tc.gov.uk
Facebook: facebook.com/melksham.town

Members are requested to consider the recommendation from the Community Hub Working Group to commission Brightside to create a Virtual Community Hub website at a cost of £2,554 plus VAT with an ongoing annual fee of £120 (see attached report).

5. Cloth Road Arts (Pages 13 - 14)

To receive the Cloth Road Arts report of the Community Development Officer.

Members are requested to consider the Town Council's participation the Cloth Road Arts Trail in April-May 2022 and the use of the Town Hall as a venue (see attached report).

6. Community Arts Project (Pages 15 - 20)

To receive notes of the Melksham Community Arts Working Group Meeting held on 4 November 2021.

Members are requested to consider the three art projects identified by the Community Arts Working Group (see attached report).

7. Motions from Councillors

7.1 Artbeats Motion (Pages 21 - 22)

To receive and consider the motion from the Town Mayor, Councillor Hubbard, regarding further development of the Arts Festival Project (initially explored by the Community Arts Working Group), and to recommend to Full Council that the funding for it be approved (see attached).

7.2 Pancake Race 2022 (Pages 23 - 26)

To receive and consider the motion from Councillor Mortimer to hold a Pancake Race event in 2022 (see attached).

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Melksham Town Council

Minutes of the Community Development Committee meeting held on Monday 13th September 2021

PRESENT: Councillor J Oatley (Chair)
Councillor S Crundell (Vice-Chair)
Councillor P Aves
Councillor C Goodhind (Deputy Mayor)
Councillor C Houghton
Councillor L Lewis

PUBLIC PARTICIPATION: One member of the press was present.

OFFICERS:	Linda Roberts	Town Clerk
	Miriam Zaccarelli	Community Development Officer
	Christine Hunter	Committee Clerk

25/21 Apologies

Apologies for absence were received from Councillor Price and Councillor Mortimer. Councillor Mortimer was substituted by the Deputy Town Mayor, Councillor Goodhind.

26/21 Declarations of Interest

There were no declarations of interest.

27/21 Minutes

It was proposed by Councillor Oatley, seconded by Councillor Houghton and

UNANIMOUSLY RESOLVED that the minutes of the Community Development Committee Meeting held on 7 June 2021, having previously been circulated, were approved as a correct record and signed by the Chair, Councillor Oatley.

28/21 Terms of Reference

Councillor Oatley suggested that CCTV and Business Support such as Car Parking Refunds should come under the delegation of the Economic Development and Planning Committee.

It was proposed by Councillor Oatley, seconded by Councillor Lewis and

UNANIMOUSLY RESOLVED to amend the Terms of Reference as follows:

- to remove reference to CCTV and Business Support such as Car Parking Refunds as this would come under the delegation of the Economic Development and Planning Committee.
- add the wording “To work with and support existing and new community groups, clubs and centres”.

The amended Terms of Reference for the Community Development Committee were recommended to the Full Council meeting to be held on 27 September 2021, for approval.

29/21 Virtual Community Hub

The report of the Community Development Officer was noted.

The Committee discussed costs for progressing a Virtual Community Hub and the use of volunteers.

The Town Clerk suggested that Council would need to understand the implications, and the amount of financial cost or staff time that would be necessary to maintain a suitable level of service for a Virtual Community Hub. Therefore, it was suggested that a slow approach be taken to understand what could realistically be achieved by collaborating with existing groups, working with the technology already in house and report back to the Virtual Community Hub Working Group. The proposal could then be re-assessed as to whether further resources and/or investment in bespoke software would be required.

It was proposed by Councillor Oatley, seconded by Councillor Houghton and

UNANIMOUSLY RESOLVED that the Council:

- continue improving the existing website and social media to provide community information.
- work with and collaborate with existing external Melksham resources to keep them all updated rather than invest in a new digital resource.
- set up a working group to examine the options further.

It was proposed by Councillor Oatley, seconded by Councillor Houghton and

UNANIMOUSLY RESOLVED to set up a Virtual Community Hub Working comprising of five Councillors. Councillors Oatley, Houghton, Aves and the Deputy Town Mayor, Councillor Goodhind were appointed as members, with an invitation for membership extended to a Councillor not a member of this committee.

30/21 Public Arts Project

The report of the Community Development Officer was noted.

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

UNANIMOUSLY RESOLVED that the recommendations in the Community Development Officer's report be adopted as below:

- that the Community Arts Project Working Group would be re-established.
- that Councillor Aves would become a member of the Community Arts Project Working Group. Further membership of the Working Group would be agreed at the Full Council meeting to be held on 27 September 2021.
- that the Community Arts Project Working Group would meet to progress three of the six projects identified.

31/21 South West in Bloom Competition

The report of the Town Clerk was noted.

32/21 Community Garden

The report of the Community Development Officer was noted.

The Committee discussed fencing the area. The Community Development Officer confirmed she would check with Wiltshire Council whether a hedge would be acceptable.

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

UNANIMOUSLY RESOLVED that the Town Council apply for a 'Garden License' from Wiltshire Council to enable the Melksham Bloomers and Melksham Business Growth Group to begin cultivating the area at Semington Road, adjacent to Hornbeam Crescent.

33/21 Jubilee Trees

The report of the Community Development Officer was noted.

Councillor Aves asked if the previously agreed scheme to give members of the public the opportunity to plant trees would continue. The Town Clerk confirmed that the Town Council would be applying for funding from the Woodland Trust to repeat the project.

The Community Development Officer suggested that the scheme should be an all-encompassing, holistic scheme, working with volunteers and environmental groups covering the whole of Melksham.

It was proposed by Councillor Oatley, seconded by the Deputy Town Mayor, Councillor Goodhind, and

UNANIMOUSLY RESOLVED that:

- to recommend to Full Council on 27 September 2021 that £,4000 is allocated from the Green Space Earmarked Reserve to support any funding applications.
- additional funding for tree planting would be applied for from other providers.
- investigations into suitable areas of land for tree planting would continue, and

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

UNANIMOUSLY RESOLVED to recommend to Full Council on 27th September 2021 that the Environment and Climate Working Group be re-established of five Councillor members. Councillors Aves and Lewis agreed to be members. Membership of the Working Group would be extended to up to three Councillors not members of this Committee.

Meeting Closed at: 7.46 pm

Signed:

Dated:



MELKSHAM TOWN COUNCIL

MEETING OF THE COMMUNITY DEVELOPMENT COMMITTEE

10/01/2022

Virtual Community Hub

Report of the Community Development Officer

1 Purpose of the report

- 1.1 To approve commissioning Brightside to create a website to be the new Virtual Community Hub for Melksham.

2 Background

- 2.1 At the meeting of the Community Development committee on 13 September 2021, it was resolved to set up a working group to explore the creation of a Virtual Community Hub for Melksham.
- 2.2 Two working group meetings have taken place. The notes are attached in Appendix 1.
- 2.3 The conclusions of these meetings are as follows:
 - A new virtual hub is required as no other site exists that has a comprehensive up to date directory for all groups, clubs, businesses, events and venues in Melksham.
 - While Our Digital Hub was the preferred provider, the £6,000 cost and ongoing £101 per month for hosting and license fee was beyond the £5,000 budget allocated.
 - An alternative local example of a virtual hub was [Discover Trowbridge](#), created by Brightside, who could provide a replica site for £2,544 plus an annual £120 hosting fee.
 - The site can include detailed listings for groups, clubs, events, venues, businesses, schools and more in Melksham.

3 Current Situation

- 3.1 The compilation of data on groups, clubs, events and services in Melksham is in progress ready to populate a virtual hub site if approved.
- 3.2 The domain of the old Melksham Town Council website – www.melkshamtown.co.uk - is available to host a new site.
- 3.3 A Melksham Community Network meeting is scheduled for 20 January at which the details of a possible Virtual Hub can be discussed with the voluntary groups in Melksham to ensure it would meet their needs for publicity and accessibility.

4 Financial Implications

- 4.1 The cost of a site provided by Brightside is £2,544 with an annual fee of £120 (Quote attached in Appendix 2).
- 4.2 There is £5,000 in the 2021-22 budget for a Community Hub and £1,200 in the 2022-23 budget for ongoing costs.
- 4.3 The staff time required to compile and input the data is estimated at around 92 hours to set up and around 5 hours per week to keep updated. If approved, this task could be taken on by the Business Admin Apprentice with support from the Community Development Officer.

5 Risk Assessment

- 5.1 The risks are around breaching GDPR and sharing personal contact details where permission has not been given. Clarification will be sought for every entry that it is appropriate for publishing. Melksham Town Council's data protection policy would be adhered to.

6 Crime and disorder implications

- 6.1 There are no immediate crime and disorder implications.

7 Environmental considerations

- 7.1 By focusing on online information there is reduced environmental impact.

8 Safeguarding

- 8.1 There are no direct safeguarding concerns, however the use of images on the site will be monitored and permission will be sought before any pictures of children or vulnerable adults are used.
- 8.2 There will be clear distinction between data that is for publication and data that is to be kept private, so no personal details will be publicised without permission.

9 Recommendations

- 9.1 That Council approve spending £2,544 for Brightside to create a Virtual Hub website for Melksham and to allocate £120 annually for hosting fees.

10 Contact

Miriam Zaccarelli, Community Development Officer, miriamzaccarelli@melksham-tc.gov.uk, 01225 704 187

Appendix 1

Notes of the Virtual Hub Working Group meetings held on 11 October and 8 November



Notes of the Melksham Virtual Hub Working Group meeting 6pm on Monday 11 October 2021

Present:

Cllr Pat Aves
Cllr Colin Goodhind
Cllr Carl Houghton
Cllr Jack Oatley
Miriam Zaccarelli, Community Development Officer

1. Purpose of Group

Miriam explained the purpose of this group as resolved by Community Development on 13 September, where it was resolved that the Council:

- continue improving the existing website and social media to provide community information.
- work with and collaborate with existing external Melksham resources to keep them all updated rather than invest in a new digital resource.
- set up a working group to examine the options further.

2. Virtual Hub Requirement

It was recognised that the current town council website, while useful, does not have capacity currently to provide all the information that a Virtual Hub would require.

Regardless of which piece of software is used, there are around 550 pieces of data to input, as follows:

Groups and clubs	200
Businesses	200
Venues	35
Major & Regular events	100
Defibrillators	15
Schools	5
Doctors	3

If each item takes an average of 10 minutes (to contact, confirm details, input data) that's a total of 92 hours which could either be one person doing 15 hours per week for six weeks, or one person working on it full time for 2.5 weeks. That would be the initial set up and then it would require ongoing time for maintaining and updating.

Looking at the existing Town Council site, while a directory is included, a more sophisticated option such as Our Community Hub would be preferred as it includes a unique listing with photos and details for each item. It would also have a search bar which the current site does not have.

Previous quotes considered at the 13 September Community Development meeting were as follows:

Provider	Set up cost	Ongoing costs
A. Lamplight	£1800 plus vat Web developer costs to embed into site: up to £5000	£15 monthly fee Up to £45 monthly module fees
B. Our Community Hub	£6000	£600 monthly license fee £100 monthly hosting
C. Town Digital Hub	£1000 Training for two digital people to use and set up the system.	£355 monthly fee Half a day per week support would be an additional monthly fee of £1000

Since providing the quote for the meeting on 13 September, Our Digital Hub had been in touch to offer to reduce the £600 monthly license fee to £1, so the cost would be £6000 set up fee with ongoing monthly costs of £101.

3. Discover Trowbridge

Having considered examples of sites provided by the supplier of Our Community Hub, another successful local example considered was the Discover Trowbridge site. It was agreed to look into costs for creating something similar to the Discover Trowbridge site, which is linked to but separate from the Trowbridge Town Council website.

It lists community groups and events, as well as places to stay and eat for tourists. So it caters for residents and visitors to Trowbridge.

It was agreed that the Discover Trowbridge site would be the example to aim for, regardless of the software or systems that create it.

4. Accessibility for people offline

Cllr Goodhind suggested that in order to make whatever digital solution is created accessible to non digital people, an 'Alexa' style piece of software could be created so anyone could ask it a question about Melksham and all the data stored on the virtual hub could be produced audibly. That would address the needs of people who are not online. He suggested that paper versions of the information is the last option. By working with Age Friendly Melksham a solution could be created to reach people not online.

5. Next meeting of this group: 6pm, Monday 8 November, Town Hall



Notes of the Melksham Virtual Hub Working Group meeting 6pm on Monday 8 November 2021

Present:

Cllr Pat Aves
Cllr Colin Goodhind
Cllr Carl Houghton
Cllr Jack Oatley
Miriam Zaccarelli, Community Development Officer

1. Quote from Brightside

A quote had been received from Brightside, the company who had designed the Discover Trowbridge site. It would cost £2544 plus VAT to produce a replica site for Melksham, with £120 annual hosting fees.

The group felt this was value for money considering the previous quotes.

The site would need to be modifiable so that additional categories could be added without incurring huge costs.

A report would need to be presented to Council before a decision could be made.

2. Budget

The budget allocated for the Community Hub in 2021-2022, was £5000.

The biggest resource required would be the staff time to input the data, which could be done by the new Business Admin Apprentice, who is incredibly fast and could gather and enter the information quickly. It could be done quicker than the 92 hours estimated previously.

3. Discover Melksham

Taking inspiration from the Discover Trowbridge site, it was suggested that the name of the Virtual Hub site be Discover Melksham. In Trowbridge there were lamppost flags and signs throughout town with the 'Discover Trowbridge' banner, that could be aspired to for the future in Melksham. If branding is created it could link with a Melksham shopping bag initiative being proposed by Cllr Sue Mortimer.

4. Accessibility for people offline

Cllr Goodhind stressed the importance of making the information available to people who might struggle with the internet. It would be easier if people could ask Alexa what is going on in Melksham. If the Virtual Hub is correctly populated it should be picked up by search engines including the Alexa feature.

Workshops could be run in conjunction with the Seniors Group and other organisations to show people how to access the information.

5. Consultation

It was agreed that Melksham community groups need to be consulted about how they would prefer their information to be displayed and accessed. It would need to be created with input from the community groups. The next Melksham Community Groups Network would be a good opportunity to discuss the Virtual Hub.

6. Venues

One area of information that would be very helpful is to have a page for each venue, include listings for events and booking forms etc. Those venues who don't have their own website could benefit from having a presence there.

7. Launch event

If approved, a launch of the site could tie in with the launch of new Melksham shopping bags if that proposal was also approved.

8. Next Steps

A report to go to the Community Development Committee Meeting for approval.



Discover Melksham website

WEBSITE QUOTE

29 October 2021

Brief : To create a website using the existing domain www.melkshamtown.co.uk that will stand alone from the main melksham-tc.gov.uk website and will be more customer focussed, along the lines of Discover Trowbridge.

We propose to construct the new website in Wordpress using Elementor which is a widely used plugin for building and maintaining Wordpress websites. We may also propose to use specific plugins for adding functionality, depending on your requirements. The quote is based on the information discussed in our telephone call 29th Oct 21.

We will initially produce a design concept of the Landing page, with guidance from you. Once approved, we will build the website from those designs and will provide a private link for access to certain pages for ongoing review.

Site Map

We will provide a detailed sitemap on approval of the project.

Design & Content

- Design will be agreed with you, we will take guidance and then agree colours, fonts and element styles.
- Website will be fully responsive across platforms ie. desktop, tablet, mobile
- Built in Word Press & Elementor - access will be given to make certain changes.
- The main part of the site will consist of a CMS (Content Managed System) that reflects the Discover Trowbridge website. These can be more easily maintained through a traditional Word Press post page. Each CMS section will be developed with templates that control the display of each post.
- This will included 5-6 Categories like, Organisations, Clubs etc.

Features to include

- Different user profiles - to manage access and user permission levels
- Events Calendar - This will display the events in a calendar. Google calendar integration can be added.
- Location Map.
- Cookies - We will provide a standard cookie popup, any advanced cookie options facility will be additional cost.

Hosting & Backups

We use a dedicated Word Press hosting provider who specialise in WP sites, providing fast and reliable hosting . Backups are scheduled daily, we also take periodic offline backups which are part of our standard disaster recovery procedure.

Pricing

Website Design & Development	£1890
Event Calendar	£349
Locations map	£195
Hosting Per Annum (including SSL)	£120 per year
Regular Backups	Included with Hosting

All above costs will incur VAT @ 20%

Total Cost **£2,554 plus VAT**

This cost will include:

- A detailed sitemap listing every page and links within them
- Initial concept design of Homepage
- Proofing and testing of the site before launch
- Development & testing of responsiveness across mobile / tablet devices

Not included

- Integration with 'Lamplight' (This will need further investigation before costing)
- Additional plugins to provide any additional functionality
- Stock images or video footage not supplied by you
- Copywriting - We can provide a copywriting service if required at an hourly rate of £45/h
- Advanced Cookies

Additional Charges (if required)

- Imagery or videos - To be provided by you. We can source any additional stock material at an additional cost per item. (£7.50 / image - £TBC / video)
- Ongoing updates - Any additions to the site from the original specification will be charged and quoted for separately.
- Ongoing Maintenance - We can provide ad-hoc or regular site maintenance at our normal hourly rate.
- SEO & Google Analytics (We will include a Google tag code as part of the above price)
- Once the sitemap has been agreed and approved, additional pages and / or features are chargeable and will be quoted for.
- Initial entry of CMS content for the Discover section.

Next Steps

1. Please let us know whether you would like to go ahead with the project and your launch date.
2. We will put together a timeline for the project, detailing what we will be providing and when, plus what we would require from you and when.
3. We will provide a proposed site-map for you to review and confirm any changes / your approval. Once approved any additional pages would be chargeable.
4. We'd like to plan in a first stage meeting where we would like to cover the following:
 - Styles of other sites you like as examples
 - Content including images & text
 - Review of time plan
 - Ongoing meeting dates / times
 - Next steps
5. We will create a proposed homepage design/s for your review

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MELKSHAM TOWN COUNCIL

MEETING OF THE COMMUNITY DEVELOPMENT COMMITTEE

10/01/2022

Cloth Road Arts Trail 2022

Report of the Community Development Officer

1 Purpose of the report

- 1.1 To consider taking part in the Cloth Road Arts Trail in 2022.

2 Background

- 2.1 The Cloth Road Arts Trail is a week of art exhibitions in West Wiltshire for a nine-day period every other year. It runs on alternate years to the Peacock Arts Trail which took place in September 2021.
- 2.2 In 2021 the foyer and Committee Room in Melksham Town Hall were used for a small exhibition of local artists as part of the Peacock Arts Trail, with no cost to the Council other than around five hours of staff time to organise, set it up and take it down. It was only open during office hours and had no impact on bookings or meetings at the Town Hall.

3 Current Situation

- 3.1 Because of the success of the Peacock Arts Trail, Melksham Town Council has been approached to take part in the Cloth Road Arts Trail in April-May 2022.
- 3.2 In order to provide space to exhibit a significant amount of work, and reach a wider audience, the exhibition could use the Main Hall and Ante Room upstairs as well as the foyer and Committee Room downstairs.
- 3.3 This would mean that no other bookings could take place during the nine-day exhibition between 30 April and 8 May.
- 3.4 There is currently no Council meeting booked for 2 May so the exhibition would not interfere with Council meetings.

4 Financial Implications

- 4.1 There is no financial cost to Melksham Town Council to participate in the scheme, except a possible loss of Town Hall bookings for the week of the exhibition, although some bookings could take place alongside the exhibition.
- 4.2 For the exhibition to be open on the two weekends, the artists would be in the Town Hall so that the building would be fully attended whenever it was open, with all offices locked.

4.3 The staffing hours of being involved in the Cloth Road Arts Trail are estimated as follows:

Contact and liaise with artists to exhibit	2
Publicity and press	2
Prepare the rooms for exhibition	3
Risk assessment and artist guidelines	2
Helping artists set up	3
Open up and lock up on two weekends	2
Dealing with enquiries throughout the week	2
Packing up and returning rooms to normal	2
TOTAL	18

4.4 The fee for participating in the Cloth Road Arts Trail would be covered by the exhibiting artists who would pay Cloth Road Arts directly. There are two categories of exhibitor – individual artists who pay £95 each, and a group fee of £85 for a group of less established artists. Seven artists who would pay the individual rate could exhibit in the Main Hall and Ante Room, while the downstairs group exhibition would be for around eight local artists who would pay the group fee together.

5 Risk Assessment

5.1 A risk assessment would be completed to cover vehicle movements for setup and take down, access for public, trips and falls and Covid safety if still required.

6 Crime and disorder implications

- 6.1 The main risk would be theft or damage of artwork. Artists would be invited to be present with their artwork if they are concerned about theft.
- 6.2 All artists would be aware that the Town Council holds no liability for their artwork while it is on display in the Town Hall.
- 6.3 Town Council staff would take no responsibility for cash handling of any sales that take place and will direct potential customers to artists instead.

7 Environmental considerations

7.1 There are no immediate environmental considerations.

8 Safeguarding

8.1 There are no immediate safeguarding concerns.

9 Recommendations

9.1 That the Council takes part in the Cloth Road Arts Trail in 2022.

10 CONTACT

Miriam Zaccarelli

Community Development Officer, miriamzaccarelli@melksham-tc.gov.uk, 01225 704 187



Melksham Community Art Group Meeting

7pm, Thursday 4 November 2021

NOTES

In attendance:

- Councillor Jon Hubbard
- Councillor Pat Aves
- Councillor Louisa Lewis
- Miriam Zaccarelli, Community Development Officer

Apologies: Councillor Claire Forgacs

1. Introduction

As resolved at the Community Development committee meeting held on September 13 2021, a working group was formed to progress three of the six art projects that had been identified from a list of 26 suggestions that had been created from the previous Arts Working Group in the past twelve months. The group considered the previously suggested art projects and the draft scoring matrix to identify which projects would be suitable for Melksham. While six projects had scored highly, the group considered the scoring criteria and agreed that the weighting needed reviewing. After much discussion the following three projects were identified as suitable for Melksham.

2. PROJECT 1: Yarnbombing

The group agreed that a yarnbombing project throughout the town would be a relatively easy project, that could include schools, businesses, knitting groups and individuals. The Secret Crocheter could be invited to help. Since the impact of yarn bombing is more impressive in winter, it would be a good project to start preparing for early in 2022 with the aim of completion in autumn - winter 2022.

3. PROJECT 2: Underpass Mural

This is a project that has been discussed for several years. The pedestrian underpass is a focal point on the way to the train station and is regularly covered in graffiti so a mural along the walkway could brighten up a gloomy area and possibly deter vandalism. Problems

previously with the idea have been inaccurate costings and insufficient funding for ambitious plans.

In order to plan a successful mural painting on the underpass, a clear understanding of the costs would be essential before any work were to begin. Five local artists have expressed an interest in getting involved, including Chris Guest from Blenheim House who has experience of arranging community murals in Stoke. Workshops to include schools, police, the youth offending team and other residents could be set up so that as many local people could contribute as possible and feel a sense of ownership and pride for the work, therefore reducing the risk of vandalism.

Funding sources would need to be identified to fund the project, and a project manager would be needed to oversee the planning, consultation and completion of the project. The RSA and the Wiltshire Community Foundation could be approached for advice.

4. PROJECT 3: Arts Festival

To build on the existing art exhibitions in empty shop windows, there was a suggestion for a series of art festivals to celebrate Melksham. These could take place in the Assembly Hall on a series of weekends. The festival would involve the following:

- Six weekends throughout the year
- Showcase different types of art – painting, pottery, flower arranging, photography, poetry, jewellery making, street art etc, with two contrasting types at either end of the hall
- Include workshops so people can try various types of artwork – one free workshop with a voucher for an experience
- Include the Market Place as additional space where required – for example for street art
- It could involve live music from local bands on the Friday and Saturday nights, with arts in the daytime
- The shop window exhibition on Lowbourne could showcase the upcoming festival weekend
- It would not be all done by MTC staff, as a project manager could be recruited for the project
- A group could be set up – Melksham Arts and Music – to oversee the events.

5. SMART analysis of all three projects

It was agreed that a SMART analysis of all three projects was required. This is included in appendix 1.

6. Next steps

- Bring the SMART analysis to the Community Development committee meeting in January
- Investigate funding opportunities

Appendix 1 – SMART analysis of three Community Art Projects

Overall Goal	1. Yarn-Bombing throughout Melksham	
SPECIFIC	What do we want to accomplish?	A range of colourful knitted wrappings for trees and street furniture in Melksham town centre made in collaborating with schools, groups and individuals in Melksham
	Why do we want to accomplish this?	To enhance the vibrancy and attractiveness of the town To include local people in a cultural collaboration
	What are the requirements?	Several metres worth of knitted material People and equipment to affix the knitting Risk assessments
	What are the constraints?	Limited places where knitting could be affixed Time
	Who is involved?	Schools Knitting clubs The Secret Crocheter Individuals sourced through MIN and social media
	Where does it take place?	Melksham Town Centre
	When do we want to achieve this?	November 2022
MEASURABLE	How will we measure our progress?	Number of metres of knitting – how much? Number of people involved – how many? Number of positive comments received as a result
	How will we know when the goal is accomplished?	When the town is full of colourful knitting
ACHIEVABLE	How can the goal be accomplished?	Communicate and plan early in the year so people start knitting in order to have enough ready for installation in November. Establish the Town Hall as a collection point
	What are the logical steps we should take?	<ul style="list-style-type: none"> Publicise the project on social media and MIN Contact groups, schools, businesses Keep records of knitters and stay in touch all year Assess Town Centre for suitable trees/furniture to yarnbomb Seek permission where required
	Do we have the resources we need or how will we get them?	Yes – communication networks and storage space at the Town Hall
RELEVANT	Is this a worthwhile goal?	Yes
	Is this the right time?	Yes – time to brighten up and celebrate the town
	Are we the right organisation to deliver it?	Melksham Town Council is well placed to co-ordinate and publicise this project
	Is this goal in line with our long term objectives?	Bring people together, celebrate Melksham, encourage creativity
TIME-BOUND	How long will it take to accomplish this goal?	Ten months
	When is the completion of this goal due?	November 2022
	When are we going to work on this goal?	Start publicity in February 2022

Overall Goal	2. Underpass Mural Painting	
SPECIFIC	What do we want to accomplish?	A colourful vibrant painting along all 200m of the pedestrian underpass to the train station in Melksham, designed and created by local people to celebrate Melksham
	Why do we want to accomplish this?	Brighten up a dull area of town Provide an uplifting welcome to Melksham for those arriving by train. Involve local people to instil a sense of pride and ownership of the area
	What are the requirements?	A project manager Planning and communication to include the right people Workshops and consultation to design the mural Paint, brushes, trays ladders and PPE Risk assessments Permission to paint the walls
	What are the constraints?	Money and time
	Who is involved?	Local artists, schools, young people, youth offending team, police
	Where does it take place?	At the underpass by the train station
	When do we want to achieve this?	Summer 2022
MEASURABLE	How will we measure our progress?	By the number of people involved and the amount of wall painted
	How will we know when the goal is accomplished?	When the painting is complete
ACHIEVABLE	How can the goal be accomplished?	With funding, collaboration and planning
	What are the logical steps we should take?	Secure grant funding Find a project manager Set up a working group Run workshops with groups and schools Consult with the public Design approval Several painting days during the summer Supervision by experienced artists Anti-vandal paint over the whole thing
	Do we have the resources we need or how will we get them?	We have five local artists who are interested in helping, but we still need a project manager and equipment
RELEVANT	Is this a worthwhile goal?	It will make a huge impact if it is successfully completed
	Is this the right time?	It is a good time to rejuvenate the community and celebrate melksham, as well as promote use of the train due to the climate emergency
	Are we the right organisation to deliver it?	Melksham Town Council is well placed to coordinate this project
	Is this goal in line with our long term objectives?	Bring people together, enhance the town, encourage use of public transport
TIME-BOUND	How long will it take to accomplish this goal?	Nine months
	When is the completion of this goal due?	September 2022
	When are we going to work on this goal?	Start in January 2022 and plan for summer painting

Overall Goal	3. Arts and Music Festival	
SPECIFIC	What do we want to accomplish?	A series of arts and music festival weekends in Melksham Assembly Hall
	Why do we want to accomplish this?	Celebrate culture and arts in Melksham, bring people together and encourage exploration and participation in art
	What are the requirements?	Access to the Assembly Hall for several weekends and a range of exhibitors and musicians to create an abundance of art and music in the time and space available
	What are the constraints?	Time and money
	Who is involved?	Local artists, writers and musicians
	Where does it take place?	Melksham Assembly Hall
	When do we want to achieve this?	Starting in Spring 2022
MEASURABLE	How will we measure our progress?	By the attendees of the events
	How will we know when the goal is accomplished?	When the events have been well attended
ACHIEVABLE	How can the goal be accomplished?	Promotion, collaboration and planning
	What are the logical steps we should take?	Set the dates Secure funding and a project manager Set up a working group Contact local artists and musicians Create a schedule of events and exhibitions Promotion – website, MIN, social media Risk assessments Set up and manage all events
	Do we have the resources we need or how will we get them?	Time and money. We need to apply for funding to cover a project manager
RELEVANT	Is this a worthwhile goal?	It will celebrate Melksham
	Is this the right time?	As we hopefully come out of lockdown it is a very suitable time to celebrate the rich variety of culture in Melksham
	Are we the right organisation to deliver it?	Melksham Town Council is well placed to coordinate the festival and use the Assembly Hall
	Is this goal in line with our long term objectives?	Bring people together, encourage skills, promote culture, celebrate community
TIME-BOUND	How long will it take to accomplish this goal?	One year
	When is the completion of this goal due?	By the end of 2022
	When are we going to work on this goal?	Start in January 2022 with an aim of completion by the end of the year

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MELKSHAM TOWN COUNCIL MEETING OF THE next Full council

Request for Melksham Town Council to set up and run a new Community Music and Arts Festival - ArtBeats

Proposed by: **Councillor Jon Hubbard**

Seconded by: **Councillor Saffi Rabey**

Dated: **06 December 2021**

1. Purpose of the motion

For the Town Council to support and help organise a new music and arts festival for the town, held over 4 weekends throughout the year.

This motion has been discussed with the Head of Operations to sanity check costs, deliverability, timescales and content.

2. Background (Including previous resolution/s made and date/s if applicable)

The concept is to have 4 weekend mini festivals a year, all as part of a coordinated plan over a 12-month period. The weekends could comprise of:

- Friday evening – a contemporary/classical music concert
- Saturday daytime – an art exhibition in the Assembly Hall, with “hand-on” workshops. Idea is that there will be one classic art (ie painting) and one other art, such as pottery.
- Saturday evening – a night of music with local bands and artists
- Sunday daytime – repeat of the Saturday exhibition and workshops

3. Current Situation

There is currently nothing like this delivered by the council.

4. What financial implications are there?

The Town Council would need to underwrite the project. Estimates for non-staff costs have been made for £2500 per weekend, so a potential total exposure of £10,000.

5. How does the motion link to Town Council policies and core values?

6. What risks are there? (Provide a risk assessment)

The main risk would be that there would be low interest in the activities being run and this resulted in small attendances, and we would need to attract the appropriate artists and musicians

7. What crime and disorder implications are there?

There would be a requirement for door staff to be brought in for the music nights

8. What environmental and biodiversity considerations are there?

n/a

9. What safeguarding concerns are there?

n/a

10. Motion

That the Council supports the establishment of a Working Group to set up a Melksham ArtBeats Festival Committee to deliver the festival. The Melksham ArtBeats Festival Committee to be able to rely on professional officer support during the planning stages of the events, specifically the Community Development Officer, the Head of Operations and the Deputy Managers at the Assembly Hall.

11. Does the motion impact/ support any previous decisions of council?

n/a

12. Confirmation that the item under consideration has not been discussed by Council within the preceding six months. If it has, has there been a material change and what is this?

n/a

13. Please summarise any specific recommendations you have in relation to next steps

Following endorsement of the council a new Melksham ArtBeats Festival Committee to be formed and membership appointed by Full Council to include elected members and Officers. Further members to be co-opted by the committee as it sees fit.

Office Use:

Date of receipt by Proper Officer:

Date of proposed council meeting for motion:

Date/s of relevant resolutions:
(record full resolution/s here)

Motion accepted by Proper Officer:

Motion rejected by Proper Officer:

Reasons for rejection:

MELKSHAM TOWN COUNCIL
MEETING OF THE COMMUNITY DEVELOPMENT COMMITTEE
10th January 2022

Melksham Town's Annual Pancake Race

Proposed by: Councillor Sue Mortimer
Seconded by: Councillor Colin Goodhind
Dated: 28th December 2021

1. Purpose of the motion

To have a business/community event - A Pancake Race on Tuesday 1st March 2022 in King George V Playing Field.

2. Background (Including previous resolution/s made and date/s if applicable)

BOA hold a successful pancake day race each year and feel it would be a great community event for Melksham to hold involving businesses the community and schools.

3. Current Situation

It is too late for road closures so unable to hold it this year in the market place so suggesting George V Playing Fields.

4. What financial implications are there?

Small costs for packs of pancakes, certificates and maybe a trophy. Might be able to get businesses /supermarkets to donate items. Some officers time. Entrants to bring their own frying pan.

5. How does the motion link to Town Council policies and core values?

Community and business involvement

6. What risks are there? (Provide a risk assessment)

Risk assessment to be done.

7. What crime and disorder implications are there?

None noted

8. What environmental and biodiversity considerations are there?

None noted

9. What safeguarding concerns are there?

School children entering will give rise to safeguarding issues

10. Motion

To hold an annual pancake race in the town.

11. Does the motion impact/ support any previous decisions of council?

No

12. Confirmation that the item under consideration has not been discussed by Council within the preceding six months. If it has, has there been a material change and what is this?

Confirmed not considered in last 6 months

13. Please summarise any specific recommendations you have in relation to next steps

Next step to encourage schools and communities to enter.

Office Use:

Date of receipt by Proper Officer:

Date of proposed council meeting for motion:

Date/s of relevant resolutions:

(record full resolution/s here)

Motion accepted by Proper Officer:

Motion rejected by Proper Officer:

Reasons for rejection:

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