



# 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 S Crundell (Town Mayor)  
Councillor S Mortimer (Deputy Town Mayor)  
Councillor P Alford  
Councillor P Aves  
Councillor G Cooke  
Councillor J Crundell  
Councillor G Ellis  
Councillor C Forgacs  
Councillor C Goodhind  
Councillor C Houghton  
Councillor J Hubbard  
Councillor L Lewis  
Councillor J Oatley  
Councillor T Price  
Councillor S Rabey

13 June 2022

Dear Councillors

In accordance with the Local Government Act (LGA) 1972, Sch 12, paras 10 (2)(b) you are summoned to attend the **Full Council** meeting of Melksham Town Council. The meeting will be held at the Town Hall on **Monday 20th June 2022** commencing at **7.00 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 in person, alternatively the public and press may join the meeting via Zoom.

In accordance with the Council's commitment to being open and transparent; all Town Council meetings are recorded and broadcast live. The right to do so was established under the Openness of Local Government Bodies Regulations

Yours sincerely

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

**Melksham Town Council**  
**Full Council**

**Monday 20 June 2022**

*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.

**Virtual Meeting Access**

Please follow the joining instructions below for the virtual Zoom meeting:

**Participants will be directly let in the meeting by clicking on the above link. There is no waiting room.**

**AGENDA**

**14.1 Community Development Committee** (Pages 1 - 4)

To receive the draft minutes of the Community Development Committee meeting held on 13 June 2022 (to follow).

**21. Wiltshire Council Reopening High Streets Safely: Dressing Award** (Pages 5 - 10)

To approve the proposed expenditure of the Dressing Award of £10,000 per the report of the Communications Officer (to follow).

## Melksham Town Council

### Minutes of the Community Development Committee meeting held on Monday 13th June 2022

**PRESENT:** Councillor P Aves (Chair)  
Councillor G Ellis (Vice-Chair)  
Councillor C Houghton  
Councillor S Mortimer  
Councillor J Oatley  
Councillor T Price

**IN ATTENDANCE:** Councillor C Goodhind

**OFFICERS:** Patsy Clover Deputy Town Clerk  
Christine Hunter Committee Clerk

**PUBLIC PARTICIPATION:** One member of the press and one member of the public were present. Three members of the public attended virtually.

Adrienne Westbrook explained that concerns were raised in January about future proofing the Food and River Festival. She reported that volunteers worked for thousands of hours on admin time to support the event and that the town council need to help administratively i.e. by keeping passwords to enable the event to continue. She asked for help from the Town Council staff and Amenities team to support the events, which would have financial implications for the town council.

Councillor Aves replied that more volunteers were needed and asked the Melksham Independent News to publicise this.

#### **47/22 Apologies**

An apology for absence was received from Councillor Lewis who was substituted by Councillor Rabey.

#### **48/22 Declarations of Interest**

There were no declarations of interest.

#### **49/22 Minutes**

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

**UNANIMOUSLY RESOLVED** that the minutes of 7 March 2022, having previously been circulated, were approved as a correct record and signed by the Chair, Councillor Aves.

**50/22      Presentation from Paul Weymouth of Light Fantastic Event and Entertainment**

Paul Weymouth of Lights Fantastic Event and Entertainment explained that the large Christmas Tree purchased by Melksham Town Council is now harder to find with the nearest one being an 8-hour round trip to the nearest tree supplier and cost approximately £3,500. Paul proposed that he produces an in house interactive digital light tree as an alternative. Initial costs would be high but the tree would last considerably longer and was a more eco-friendly option. He explained that the grant funding plus the £1,200 that the Council contributed to last year's Christmas Tree, would cover the cost of the digital tree and the Christmas Lights Event.

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

**UNANIMOUSLY RESOLVED** that Light Fantastic Event and Entertainment be asked to replace the live Christmas tree with a digital Christmas Tree. The Christmas Lights grant fund would cover the production of a Melksham digital Christmas Tree and the Christmas lights event.

**51/22      Supporting Main Community Events in Melksham**

The report of the Community Development Officer was received.

Councillors Rabey and Price stated that the Council staff should support such events and suggested that Councillors should get involved on a volunteer basis supporting the staff. The committee suggested that the Amenities team be contacted to ascertain if they could support events with paid overtime and to notify organisers of events of help that could be provided.

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

**UNANIMOUSLY RESOLVED** to approve in principle the recommendations in the Supporting Main Community Events in Melksham report that the Town Council would provide support at the hours outlined for the Food and River Festival, Party in the Park (Melksham Music Festival), Melksham Carnival and Christmas Lights Fayre.

**52/22      Climate Fest 2022**

The report of the Community Development Officer was received.

The Deputy Town Clerk explained that two applications have been made for external funding to cover the cost of Climate Fest for a total of £3,500. The initial grant application is at the first stage interview for discussion on 7 July 2022.

Councillor Rabey confirmed that the Council are in contact with local businesses to obtain support for Climate Fest.

It was proposed by Councillor Rabey, seconded by Councillor Mortimer and

**UNANIMOUSLY RESOLVED** to approve the recommendation in the report that the Town Council would work with the volunteers of the Environment and Climate Working Group work to host a Climate Fest event on 17 September 2022.

#### **53/22 Virtual Hub Specification**

The specification for a Melksham Virtual Community Hub was received.

Councillor Oatley explained that the specification had come to this Committee and had not been seen by the Virtual Hub Working Group.

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

**UNANIMOUSLY RESOLVED** to forward the Melksham Virtual Hub specification to the Virtual Hub Working Group to be reviewed and returned to this Committee for approval.

#### **54/22 Motions from Councillors**

##### **54/22.1 Global Events Working Group**

The Motion from Councillor Price to set up an Events Working Group was received.

Councillor Price suggested that the Events Working Group should manage events within itself rather than coming back to this Committee.

It was proposed by Councillor Price, seconded by Councillor Rabey and

**UNANIMOUSLY RESOLVED** that an Events Global Working Group be formed with membership being Councillors Oatley, Aves, Houghton, Price and Goodhind, working with groups and officers to manage community events being held in Melksham.

##### **54/22.2 Melksham Maypole**

The Motion from Councillor Aves for the provision of a Melksham Maypole was received.

Councillor Rabey asked if any research had been carried out into how many groups would use the Maypole.

It was agreed that Councillor Aves and Mortimer would investigate

further which community groups would use the maypole and bring the motion with further information back to the committee for consideration.

**54/22.3 Christmas Carols Event**

The Motion from Councillor Aves for the introduction of a Melksham Christmas Carols event was received.

Councillor Aves explained that a successful Christmas Carols event was held last year that was linked in with the radio from which a suggestion arose to hold a Carols event.

Councillor Rabey suggested the event start at 6.00 pm – 8.00 pm rather than 5.30 pm, and the carols event could be expanded with food and drink stalls to form another Christmas Fayre/Market event, possibly over a weekend. The committee discussed the Christmas Lights group becoming involved to create a magical event in Melksham Market Place.

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

**UNANIMOUSLY RESOLVED** that the Global Events Committee be asked to investigate the production of a Carols Concert/Christmas Fayre/Market taking into account officer time required. The recommendations to be brought to the next Community Development Committee meeting scheduled for 5 September 2022.

Meeting Closed at: 8.20 pm

Signed: .....

Dated:

## MELKSHAM TOWN COUNCIL

### MEETING OF FULL COUNCIL

20 June 2022

#### *Wiltshire Council Welcome Back Fund/Reopening High Streets Safely Fund*

#### Report of the Communications Officer

##### **1. Purpose of the report**

To seek approval for the proposed expenditure of the Welcome Back Fund (WBF)/Reopening High Streets Safely Fund (RHSSF) of £10,000.

##### **2. Background**

The Guidance from the Dept of Levelling Up, Housing and Communities explains that the The Welcome Back Fund (WBF) builds on the existing Reopening High Streets Safely Fund (RHSSF) with the addition of two new strands that further broaden the scope of the fund, supporting a wide range of intervention measures.

The implementation/dispersal of this grant has been protracted and complicated, with initial communications suggesting the funds would be released last summer.

##### **3. Current Situation**

Wiltshire Council has engaged City Dressing to deliver the intervention measures on Wiltshire's behalf in line with ERDF funding criteria. We have been assured that City Dressing are experienced with this type of funding stream and will ensure compliance.

City Dressing are a national company based in Chippenham who 'dress' towns and cities with temporary infrastructure to help encourage local economies, facilitate 'beautification' and encourage community gathering.

The 'pop-up parks' are the most recognisable example of their products. Below is a photo of the Bath example:



#### **4. Costs**

Zero, assuming we do not specifically request services beyond the £10k spend. City Dressing are responsible for keeping the cost up to but not exceeding the £10k unless agreed by us.

#### **5. Risk**

The very nature of this grant is to provide temporary installations, which in itself does pose a 'perception-risk' whereby residents may come to enjoy the new features in the town and resent their disappearance some weeks later.

Clear communication is key to ensuring that the community understands that the proposed installations will be (largely) short-term in nature. To achieve this, the Communication Officer will liaise with local press, prepare a social media campaign, and design appropriate signage for each location where installations are situated.

Vandalism is an obvious risk. We are partly covered by City Dressing (they expect and prepare for a certain amount of vandalism) but will need to work with them and our insurers to ensure that we are fully covered for more severe vandalism, such as arson.

#### **6. Environmental Considerations**

*Temporary* is a loaded term when it comes to the environment, and given MTC's focus on being a responsible steward of the environment and the impact of our actions on the climate, officers were keen to point this out City Dressing.

City Dressing has explained that they have a 'no landfill policy' and focus intensely on repurposing/re-use of those materials which make up their various temporary installations. For example, many of the installations involve artificial lawn, which we were told are scrubbed and re-used for two years as lawn, then used to cover the large animal figures (which will be referred to below) for three years. For the following five years, it will be repurposed to cover the smaller animals. It wasn't made clear what happens to the material after ten years, however.

#### **7. Recommendations**

Given what neighbouring towns have done, and sifting through the costing options and officer input, City Dressing have proposed the below:

1. An animal trail – with 8-10 large green ‘turf’ covered animals positioned along a ‘trail’ which would encourage walking/cycling through Melksham’s green areas – in August/Sept



2. Pop-up park alongside Skate Park or in a more deprived part of town



3. Lamp banners promoting Melksham along the town boundaries, which will change to promote Climate fest 3 weeks out (added benefit here is that we obtain column attachment rights via City Dressing (who deal with all this) and will retain some hardware for future promo.

Officers are eager for Councillors to have input/discussion on these broad proposals and to delegate authority to officers to place an order and agree to a timeline with City Dressing so that residents can enjoy these installations during the summer.

## **8. Contact**

### **Jeff Mills**

Communications Officer

[jeff.mills@melksham-tc.gov.uk](mailto:jeff.mills@melksham-tc.gov.uk)

01225 704 187



