



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

16 January 2023

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 Town Hall on **Monday 23rd January 2023** 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
Community Development Committee**

**Monday 23 January 2023
At 7.00 pm at the 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

Virtual Meeting Access

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

Melksham Town Council is inviting you to a scheduled Zoom meeting.

Topic: Community Development Committee

Time: Jan 23, 2023 07:00 PM London

Join Zoom Meeting

<https://us02web.zoom.us/j/83518068274?pwd=VHB0MWZzNFBWclNRTTdTczJPejZjd09>

Meeting ID: 835 1806 8274

Passcode: 438618

- 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

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

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 5 September 2022.

4. Melksham Maypole (Pages 5 - 8)

To receive an update regarding the proposal to hire a maypole and hold a maypole event.

5. Events Working Group (Pages 9 - 26)

To receive the notes of the meetings of the Events Working Group held on 1 September 2022, 6 October 2022, 3 November 2022, and 12 January 2023.

6. Community Arts Projects (Pages 27 - 30)

To receive an update from the Community Development Officer on the following projects:

Underpass

Yarn Bombing

Arts Festival

7. Virtual Hub (Pages 31 - 32)

To receive an update from the Community Development Officer and decide upon the recommendations contained therein.

8. Coronation of King Charles III (Pages 33 - 36)

To receive the report of the Community Development Officer. Members are requested to consider the following recommendations:

1. to decide whether any of the ideas contained within the report should be pursued and allocate funding accordingly
2. to delegate responsibility for delivering the agreed actions to the Community Development Officer and the Comms and Events Officer, liaising with the Events Working Group.

9. The Breastfeeding Welcome Scheme and Signage (Pages 37 - 50)

To receive the report of the Communications and Events Officer and to approve the recommendations contained therein.

This page is intentionally left blank

Melksham Town Council

Minutes of the Community Development Committee meeting held on Monday 5th September 2022

PRESENT:	Councillor P Aves (Chair) Councillor G Ellis (Vice-Chair) Councillor C Houghton Councillor S Mortimer Councillor T Price	
IN ATTENDANCE:	Councillor S Crundell Councillor C Goodhind	
OFFICERS:	Linda Roberts Miriam Zaccarelli Christine Hunter	Town Clerk Community Development Officer Committee Clerk

55/22 Apologies

Apologies were received from Councillors Lewis and Oatley.

56/22 Declarations of Interest

There were no declarations of interest.

57/22 Minutes

Councillor Price asked for the minutes of the meeting held on 13 June 2022 to be amended to show Councillor Rabey in attendance.

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

UNANIMOUSLY RESOLVED that the minutes of 13 June 2022 having previously been circulated, were amended to show Councillor Rabey as being present, and were approved as a correct record and signed by the Chair, Councillor Aves.

58/22 Digital Christmas Tree

Councillor Aves explained that Paul Weymouth of Light Fantastic had confirmed that work was progressing on the digital Christmas tree but that sourcing parts had proved difficult.

The Town Mayor, Councillor S Crundell raised the following concerns:

- information previously given in support of a digital Christmas tree regarding the ecological impact of how the live Christmas tree had been sourced and disposed of.
- the validity of the energy savings quoted when the digital tree had been discussed previously.
- Christmas trees are a farmed crop which provide employment.
- leaving the tree root to rot in situ improved the carbon footprint.
- an artificial tree would need to be kept 20 years to make it ecologically friendly.
- the Council may find that the public were in support of a live tree.

The Town Mayor, Councillor S Crundell suggested sourcing a smaller tree more locally with a chipper being purchased. The chippings could be used to reduce costs of mulching in the park and help to keep the town tidy. Councillor Aves suggested a small charge could be made for residents to use the chipper to offset the cost of purchase.

59/22 Climate Fest 2022

The report of the Community Development Officer was received, and an update on the Climate Fest events planned for 17 September 2022 provided.

60/22 Virtual Hub

The draft notes of the Virtual Hub Working Group meeting held on 30 June 2022 were received.

Members discussed the timeline and the tender process for the implementation of the Virtual Hub.

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

UNANIMOUSLY RESOLVED to suspend Standing Orders for public participation.

Joe McCann of the Melksham Independent News asked whether the Council had considered the impact of the Virtual Hub on businesses within the town who relied on providing advertising services for revenue?

Councillor Goodhind replied that the idea of the virtual hub was to provide a link to other information available for local businesses as a starting point but that the impact on local businesses should be considered.

Councillor Houghton explained that this area of the Virtual Hub would be specifically showing businesses' contact details. The Town Clerk stated that the Town Council could not be seen to endorse local businesses.

Standing Orders were reinstated.

Councillor Ellis suggested that the companies involved in the tender process be invited to give a presentation with their bids.

The Town Clerk suggested approving the Virtual Hub specification with the removal of the local directory of businesses to be reviewed and added at a later date.

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

RESOLVED to accept the Virtual Hub specification with the removal the directory of local businesses, to be reviewed and added at a later date.

61/22 Christmas Carols/Fayre/Market

The report of the Community Development Officer was received.

Councillor Aves confirmed that the date for the Christmas Carols was 16 December 2022 and that a meeting would be held with the Vicar to finalise arrangements. Councillor Goodhind suggested that Paul Weymouth be asked to provide lighting and to project the carol wording.

Councillor Price confirmed that the Events Working Group had suggested that the Town Council hold a larger Christmas event this year, with live music in lieu of fireworks. He explained that suggestions for the event included the provision of more market stalls, involving local businesses, proposed road closures, increasing revenue, funding and help needed. The Town Mayor, Councillor S Crundell, asked whether there would be scope for additional admin support to be provided to the Community Development Officer. The Town Clerk confirmed that temporary support could be investigated.

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

UNANIMOUSLY RESOLVED to recommend to Full Council that £5,000 be allocated from General Reserve to hold a Christmas Fayre and Lights event. There must be a recommendation to Full Council, only Full Council can agree expenditure from the General Reserve.

62/22 Events Working Group

The Notes of the Events Working Group meeting held on 28 July 2022 were received.

Councillor Price gave an update on the first Events Working Group meeting.

63/22 Melksham Maypole

Councillor Aves explained that:

- the motion was raised in June and that Councillor Mortimer and herself were tasked with investigating which community groups would be interested in using the Maypole.
- work was ongoing and that groups and schools who might be interesting in using/hiring a Maypole would be contacted.
- until evidence to support the event was collected the purchase of a maypole would be deferred.
- a report would be brought to the next Committee meeting for consideration.

Councillor Mortimer suggested holding a maypole event where groups brought their own maypole. Councillor Houghton stated that unless other groups were willing to attend an event with their own maypole he could not support the purchase of one maypole.

The Town Clerk suggested hiring a maypole to demonstrate the skill and generate interest to start off the process.

Meeting Closed at: 7.58 pm

Signed:

Dated:



MELKSHAM TOWN COUNCIL

MEETING OF THE COMMUNITY DEVELOPMENT COMMITTEE

23/01/23

Maypole Survey Responses

Report of the Community Development Officer

1 Purpose of the report

- 1.1 To receive feedback from groups and schools in Melksham regarding their interest in a maypole in order to inform a Council decision on purchasing a maypole for Melksham.

2 Background

- 2.1 At the meeting of the Community Development Committee of Melksham Town Council on 5 September 2022 a motion from Councillors Aves and Mortimer was received recommending the purchase of a maypole for £500 for community use. It was agreed that a decision regarding the purchase of a maypole would be deferred until evidence to support the purchase was collected.

3 Current Situation

- A short survey was sent to all community groups (over 100) and schools (5) in the Melksham area and the summarised results are below, followed by the full results:

	Would your group use a maypole?	Do you think it is a good use of money?	6. Would you buy your own Maypole?	7. Would you pay for the hire of a Maypole?
Yes	0	6	0	0
No	14	1	17	14
Maybe	4	3	1	4
Already have one	1			

Group	Response without filling in form	3. If There was a maypole in Melksham, would your group use it?	4. If so, how often?	5. Do you think the £500 spend would be a good use of Town Council money?	6. Would you be tempted to buy your own Maypole?	7. Would you be happy to pay for the hire of a Maypole for your events?
2 nd Melksham Rainbows		Maybe	Probably once or twice in year	Maybe	no	Maybe - Only afford to pay a nominal fee such as £2 - £4 for an evening/session
2385 Squadron ATC	No thanks	(no)			(no)	(no)
60 Plus Club	No thanks	(no)			(no)	(no)
AFCM Disabled footballers	No thanks	(no)			(no)	(no)
Aloeric Primary School		No thanks - We have bought our own		Maybe	We already have bought one but never have been able to use it. Its still in the box. The difficulty is getting teachers/ volunteers to teach Maypole dancing and workshops are really hard to find and expensive.	No thanks
CAWS		Maybe	At most only once per year if / when we hold a community event.	Maybe	no	maybe
Good News Church	No thanks	(no)			(no)	(no)
Meadowbrook		Maybe	During the milder months outside in our field - on an ad-hoc basis	yes - But would probably need some tuition about the dances and music suggestions	no	Maybe - Perhaps at a subsidised rate as we are a Not -for-profit organisation
Melksham Foodbank		No		No	no	No
Melksham Gardeners	No thanks	(no)			(no)	(no)
Melksham Link	No thanks	(no)			(no)	(no)
Melksham Talking Newspapers		No		Yes	(no)	(no)
Melksham Team Ministry		No		Yes	no	No

Group	Response without filling in form	3. If There was a maypole in Melksham, would your group use it?	4. If so, how often?	5. Good use of Town Council money?	6. Would you be tempted to buy your own Maypole?	7. Would you be happy to pay for the hire of a Maypole for your events?
Neighbourhood Watch	No Thanks	(no)			(no)	(no)
parkrun	No thanks	(no)			(no)	(no)
Rainbow Day Centre	no thanks	(no)			(no)	(no)
Rivermead Primary School		Maybe - Challenge would be the need for regular practice, collection /drop-off at a time that is suitable for all.	Would likely be a block of use for a term – say 6 to 8 weeks	Yes	Maybe - - Possibly - Would need to be considered in school budget or if received a business donation	Maybe
Seniors		No		yes	(no)	(no)
Shed Club		No		yes	(no)	(no)

4 Financial Implications

- 4.1 The costs of a maypole would be £503. Storage, transport, and maintenance would need to be considered, as well as any possible training or classes to enable groups to use the maypole.

5 Risk Assessment, Safeguarding, Crime, and disorder implications

- 5.1 These would be covered by any event management plans and risk assessments when a maypole would be used at an event.

6 Environmental considerations

- 6.1 The maypole is made of recycled materials.

7 Link to Town Council strategic aims and values

- 7.1 The draft strategic plan includes the following aims which a maypole could align with:
- Support and create local events across Melksham
 - Help maintain the heritage of the town
 - Develop and support arts and culture

8 Recommendations

- 8.1 In light of the lack of need for a maypole identified in the community, that Councillors consider not purchasing a maypole and instead asking Aloeric School to borrow theirs for community events where required.

9 CONTACT

Miriam Zaccarelli

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

This page is intentionally left blank

Public Document Pack Agenda Item 5

Melksham Town Council

Notes of the Events Working Group meeting held on Thursday 6th October 2022

PRESENT:

Councillor P Aves
Councillor C Goodhind

IN

ATTENDANCE:

Sara Land - Events Assistant
Andy Lister - Prosec Limited
Paul Weymouth - Melksham Christmas Lights
Gloria Delves

OFFICERS:

Hugh Davies	Head of Operations
Dave Elms	Amenities Team Manager
Christine Hunter	Committee Clerk
Miriam Zaccarelli	Community Development Officer

18 Choose a Chair for the Meeting

Round table introductions were made. It was agreed that Councillor Aves would Chair the meeting.

19 Apologies

Apologies were received from Councillors Price and Houghton and Bruce Bury.

20 Declaration of Interest

There were no declarations of interest.

21 Notes of Previous Meeting

It was proposed by Councillor Aves, seconded by Sara Land and

UNANIMOUSLY RESOLVED that the notes of the Events Working Group meeting held on 1 September 2022 were a correct record.

22 Remembrance Sunday

Christine Hunter explained that:

- the road closures had been applied for to Wiltshire Council.
- a Church Service would be held on Sunday 13 November 2022 at St Michael and All Angels church at 10.00 am, and would be followed by a memorial service at the War Memorial.

- the memorial service should take approximately 30 minutes, and service sheet would be distributed to members of the public.
- the raised platform for the War Memorial had been sourced and a sound system would be provided by the Church.
- Air Vice Marshall D Couzens would be deputising for the Lord Lieutenant.
- refreshments would be provided as usual at the Assembly Hall after the Parade returned to King Street car park.

23 Christmas Event

Councillor Aves explained that the Town Council had approved increased funding for Christmas Lights event of up to £10,000.

Councillor Price had made suggestions for the event and asked that details of businesses who were providing refreshments with the amount raised going to charity to be published on the Town Council's website and social media.

Miriam confirmed that Councillor Price had arranged for the Market Tavern to agree a donation of £500 towards the fireworks which could be match funded as part of the switch on. Paul Weymouth suggested that Distant Thunder Fireworks could provide a short firework burst at a cost minimum of £1,000.

Sara Land confirmed the Major Wrecks would provide entertainment for free. The Rock Choir if available would charge £60 and the Decibelles would charge £350.

It was agreed that the event would commence at 1.00 pm to enable businesses to benefit from more custom. Additional times for road closures were agreed and the switch on of the lights was agreed initially to be at 6.30 pm.

It was agreed that prices would be investigated from professional P.A. suppliers to provide a robust sound system.

Andy Lister explained that the suggestion was to have more stalls in the market place making a bigger road closure to include the roundabout the whole afternoon.

local Emergency Services would need to be notified of road closures.

Paul Weymouth agreed to speak to the Campus to ask if they would request their staff to park in King Street car park.

Purchasing light up toys to be handed out to children was considered, rather than having the professional light up toy distributors because of cost to parents. Gloria Delves suggested having carols with battery candles before the lights switch-on followed by fireworks.

It was agreed that:

- Wiltshire Council would be contacted to request a total road closure as permitted in other town centres for local events.
- more than one advert would be placed in the local press and that local businesses would be notified about the road closures.
- the current Christmas decorations would be sorted through with new ones being purchased for the Town Hall and Assembly Hall
- Paul Weymouth would help with lighting for the Assembly Hall and would have overall control of decorating Santa's Grotto.
- elf costumes would be required for Santa's Grotto helpers.
- a voucher would be purchased by Sara Land for Santa as a thank you.
- all stalls would be 6 ft. Assembly Hall stalls would be charged at £20 for small businesses stalls and £10 for charity stalls. Outside stalls charges would be £10 for charity stalls with businesses ranging from £30 to £130 including electricity
- Non-alcoholic mulled wine would be sold at the Assembly Hall.

Councillor Aves reported that there would be a Christmas Carol Service on 16 December 2022 in the Market Place. Paul Weymouth had agreed to project the words of the carols onto the Town Hall Screen. Gloria suggested purchasing battery candles for the choir.

Meeting Closed at: 7.28 pm

Signed:

Dated:

This page is intentionally left blank

Melksham Town Council

Notes of the Events Working Group meeting held on Thursday 1st September 2022

PRESENT: Councillor T Price (Chair)
Councillor P Aves
Councillor C Goodhind
Councillor C Houghton

IN ATTENDANCE: Sara Land - Christmas Lights Event
Andy Lister - Prosec Limited
Tom Sangster - Melksham Music Festival

OFFICERS: Miriam Zaccarelli Community Development Officer
Christine Hunter Committee Clerk

12 Apologies

Apologies were received from Councillor Oatley.

13 Declaration of Interest

There were no declarations of interest.

14 Notes of Previous Meeting

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

UNANIMOUSLY AGREED that the notes of the Events Working Group meeting held on 28 July 2022 were a true record.

15 Melksham Music Festival

Tom Sangster explained that the idea to hold a series of small Melksham Music Festivals followed Councillor Hubbard's idea to start arts festivals. Tom had been involved in holding small music events for over two years and wanted to form a collaborative project with Melksham Town Council which would need admin and financial support. Tom stated that initially a one off event would be held and they envisaged a small group of people doing the initial planning, organising and costing to move the project forward. Miriam suggested that Tom should apply formally to the Town Council for support.

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

UNANIMOUSLY RESOLVED to ask Tom to forward a fully costed proposal to Full Council for consideration.

Councillor Price raised concerns that he had received from members of the public regarding the proposal to charge under 11s entry to Party in the Park. He explained that in the current economic situation the cost of entry could isolate some families.

Tom explained that the group were unsure of what costs for next year's Party in the Park event would be. It was suggested that if a larger grant was needed to make admission accessible to families an application would have to be made to Full Council.

Andy Lister reported that he had recently returned from music festivals around the country where it was envisaged next year infrastructure costs for events would be between 100%-150% higher than this year.

16 Remembrance and Christmas Road Closure letters

Christine Hunter reported that recently instead of 350 paper letters addressed to each premises on the road closure route, the Wiltshire Council Traffic Orders team had approved using the Melksham Independent News and the Council's Website and social media to notify residents and businesses of planned road closures at the Remembrance Service event and the Christmas event. Councillor Goodhind suggested some local businesses and residents would still require conversation to clarify details.

17 Christmas Event

Miriam Zaccarelli explained that the road closure would need to be amended this year to include consideration that the Campus would have constant traffic as they are open to 6.00 pm.

Miriam explained that the Climate Fest road closures for September 17th would involve maintaining an access route through the taxi rank which could be considered. It was hoped to extend the road closure times and areas to allow for a Christmas Market during the day as well as the Christmas Lights switch on. Taxis and buses would require access and could be walked through the closed areas, but this would require an additional three security guards.

The Working Group discussed options including re-imbursement of ticket costs to employees of local businesses and the Campus, use of temporary traffic lights, and requesting free parking from Wiltshire Council. Also considered were increasing the number of market stalls, the size of and pricing of market stalls, starting the event earlier and closing later, entertainment to be provided inside and outside the Assembly Hall, income received last year, budget required for this year, and naming the Christmas event.

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

UNANIMOUSLY RESOLVED to call the event the Melksham Christmas Market and the Big Switch-On.

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

UNANIMOUSLY RESOLVED that the Christmas event should commence at 1.00 pm to 6.30 pm, with the Assembly Hall being closed at 6.00 pm.

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

UNANIMOUSLY RESOLVED to explore alternatives to fireworks at the Christmas event and consider allocating funding local entertainers to provide musically based entertainment.

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

UNANIMOUSLY RESOLVED that all market stalls would be no longer than six foot and that prices would be £20 per stall for inside the Assembly Hall and £35 per stall for outside stalls. All commercial vans etc. would be charged at the higher commercial rate.

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

UNANIMOUSLY RESOLVED to request funding of £5,000 from Full Council to hold a Christmas Event.

Meeting Closed at: 7.00 pm

Signed:

Dated:

This page is intentionally left blank

Melksham Town Council

Notes of the Events Working Group meeting held on Thursday 3rd November 2022

PRESENT: Councillor T Price (Chair)
Councillor C Goodhind
Councillor C Houghton

IN ATTENDANCE: Rev Charlie Thomson - Remembrance Sunday
Trevor Paterson - Remembrance Sunday

OFFICERS: Christine Hunter Committee Clerk
Miriam Zaccarelli Community Development Officer
Gloria Delves Communications Officer

24 Apologies

Apologies were received from Councillors Price and Aves, Greg McKay, Sara Land, Hugh Davies, Paul Weymouth and Bruce Bury.

25 Declaration of Interest

There were no declarations of interest.

26 Notes of the Previous Meeting

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

UNANIMOUSLY RESOLVED that the notes of the Events Working Group meeting held on 6 October 2022 were a correct record.

27 Remembrance Sunday

Christine Hunter tabled an action sheet regarding the Remembrance Parade and Wreath Laying Ceremony.

Actions required for Remembrance are as follows:

Action in Advance	By who
Confirm with Revd Charlie Thomson: 1. the final number of seats required at the church. 2. Whether Melksham Without Parish Council Chair will do a reading at the church.	Christine

3. What the readings will be for the Town Mayor and the Melksham Without Parish Chair.	
Confirm with Dave Elms of the Amenities Team: <ol style="list-style-type: none"> Names of helpers to move the steps and Gazebo are Carl, Tom, Colin, Miriam and Gloria. If the gazebo is needed on Sunday and that four people are required to erect the gazebo. 	Christine

28

Christmas Event

Actions and updates required for Christmas Lights event are as follows:

In Advance	By Who	Action/Update
Entertainment		
Arrange for a stage	Hugh	Melksham Scaffolding have offered to construct a stage for free.
Confirm Stilt-Walker elves	Gloria	Book stilt-walker elves.
Contact schools re choir and other groups to help at event.	Sara/Gloria	Contact schools.
Live animals – not appropriate for the Switch On event	Gloria	Research the cost of hiring donkeys and smaller animals for the Carol service on 16 th December instead.
Costumes for people to walk through the crowd.	Gloria	Investigate the cost of purchasing Christmas themed costumes. Budget to be no more than £1,000 but try to come in cheaper. Borrow costumers where possible.
Music	Gloria	Contact Funk'd Up to book.
P.A. System	Miriam	Check whether the P. A. speakers are wireless then they can be moved so the music can be heard from further away
Pop up screen	Gloria/Miriam	<p>Unanimously Resolved to research the cost of providing an LED screen from InfoLED for outside. Maybe for the World Cup if England are playing on the 3rd.</p> <p>Use the big screen in the Assembly Hall in small time slots between live music to show Christmas films on silent.</p>
Fireworks		

Confirm with Trevor of Distant Thunder Fireworks.	Miriam	Fireworks Booked
The Tavern to confirm in writing they will donate £500 towards the fireworks.	Tom	To speak to the Tavern to organise.
Snow Machine	Paul	To confirm he will provide as previously.
Road Closure		
<ul style="list-style-type: none"> • The Campus • The Tavern • Crown House • The Kings Arms • The Factory Shop • Takeaway Restaurants • Refa 	Tom/Miriam	Need to speak to them individual regarding the road closures.
Code Word for residents.	Miriam	To notify appropriate residents of the code word to be able to access via a vehicle.
Bus marshals	Miriam	Find bus marshals to help people find their relocated buses – ask Graham
Premises Licence		
If not approved on 22 nd we have 10 days to apply for a temporary events cover notice up to 5.30 pm.	Miriam	Miriam to complete paperwork early in case approval not received by 22 nd .
Stalls		
Find more stalls	Miriam	<p>Assembly Hall stalls all booked. Need to find outdoor stall holders by:</p> <ul style="list-style-type: none"> • Emailing all councillors and staff to see if they know possible stall bookers. • Possible NHP stall. • Ask the Makers Market. • Put a request in the Melksham Independent News.
Christmas themed		<p>Ensure stalls look Christmassy – offer a prize for the most festive stall.</p> <p>Have a box of emergency decorations to help stalls if needed.</p>

Light Up Toys	Sara	Contact light up toy vendors to explain they would not be needed.
Empty shops	Miriam	Check whether empty shops would be available to use for stalls in case of bad weather.
Whitehall and Leekes	Colin	To contact about having a stall
Electricity supply for outside stalls	Colin/Paul	To advise how to access electricity Paul has the Key.
Budget		
Full costed budget to Full Council	Miriam	Budget to Full Council
Advertising		
Podcast	Carl/Paul/Miriam	Carl to interview Miriam and Paul re Christmas event for a podcast to be released 18 November 2022.
Santa's Grotto		
Create Grotto advertising	Gloria	
Get Elf costumes	Gloria	
Confirm the price at £1 per child		
Arrange sponsorship for grotto	Paul Weymouth	Paul will arrange sponsorship to cover the rest of the cost of the presents
Microphone for Santa	Miriam/ Sara	
Breaks for Santa	Miriam/Sara	
Ticket system to include ages of children	Gloria	
Grotto decoration	Paul Weymouth	Paul will take care of the grotto decoration and lights.
Decorations		
TH and AH Decorations	Miriam/Gloria/Sara	Go through current Christmas decorations and discard old/broken ones. Buy new decorations up to £1000 including new long lasting artificial tree for foyer
Help		
Help required for the event	Gloria Carl	<ul style="list-style-type: none"> • Contact the Air Cadets and other local groups to ask if they can provide help on the day, possibly dressing up in costume. • Contact the Children's' centre to ask if they want a stall and could provide a person wearing their bear costume.
Councillors' roles at the event	Miriam	Email all councillors with a list of job roles and allocate to those who can

		help - Bus marshal, Character dress up etc. Use Teams
Ask community groups to help	Miriam	

29

Christmas Carols

There were no further updates, but Councillor Goodhind requested confirmation that the event would be a Christmas Carols event not a religious Christmas Carols service.

Meeting Closed at: 7.27 pm

Signed:

Dated:

This page is intentionally left blank

Melksham Town Council

Notes of the Events Working Group meeting held on Thursday 12th January 2023

PRESENT: Councillor Carl Houghton
Councillor Susan Mortimer
Councillor Pat Aves

OFFICERS:	Sara Land	Admin
	Miriam Zaccarelli	Community Development Officer
	Gloria Delves	Communications Officer

02 Apologies

Apologies were received from Councillors Price and Goodhind.

03 Notes of the Previous Meeting

The notes from the Events Working Group meeting held on 3 November 2022 were agreed as a correct record.

04 Reflection on Carols Event held on 16th December 2023

The following observations were made:

- The event was livestreamed thanks to Joe from the MIN
- The Ukrainian lady singing was powerful – could get a Ukrainian group to perform next time.
- Choice of carols need to be more inclusive and popular for singing along
- The choir was more of a performance than a sing-along.
- Need a mix of carols and Christmas songs
- The choir had different words than the printed sheets
- The religious element was more than expected
- Could advertise in the pubs – sing along then go back to the pub
- Could book a band for next time, maybe ask MMAD as they already sing at the Christmas Market
- Could have an instrument like a piano
- Dates suggested for this year – 15th or 16th December 2023
- Nice having the Carols event between the Switch On and Christmas
- Donkeys were very popular. Next time we could have more need enough space
- Get community groups involved.
- Could include an open mic session

05 Calendar of events for 2023

The draft calendar of events was considered, and the Hospital Fete added in. It was suggested that MTC could have a table at other community events and possibly have a float in the Carnival
Councillors could be invited to run the MTC stall at community events
Information needs to be sent to Councillors in advance, so they can choose which events to support throughout the year
Upcoming events could be presented before Council meetings so Councillors could be invited to get involved.
A draft schedule of Events Working Group meetings was agreed including which events to discuss at each meeting and which representatives of other groups to invite. **See attached calendar**

06 Coronation 2023

A draft list of ideas for the Coronation was circulated and added to. **See attached draft report.** This would be sent to the Community Development Committee meeting on 23 January, at which Councillors could give a steer to the Events Working Group.
It would be good to see what Wiltshire Council are doing for the Coronation. Any event will need an information focal point

07 Date of Next meeting

The next EWG meeting will be held Friday 2 February and will cover reflections on the Christmas Market and Switch On and plans for the Coronation

Meeting Closed at: 06:45pm

Signed:

Dated:

MELKSHAM CALENDAR OF EVENTS 2023

Key:

MTC Events		Other events
March	Wk 1	
	Wk 2	Big Spring Clean
	Wk 3	
	Wk 4	Mayor's Reception -31st
April	Wk 1	
	Wk 2	Easter Egg Hunt - Lions
	Wk 3	
	Wk 4	
May	Wk 1	CORONATION - 6th May
	Wk 2	
	Wk 3	Shambles Festival - 20 May
	Wk 4	Makers Mkt
June	Wk 1	
	Wk 2	Melksham Pride - 24th June
	Wk 3	
	Wk 4	Melksham Carnival
July	Wk 1	Party in the Park?
	Wk 2	Melksham in Bloom
	Wk 3	Melksham Hospital Fete
	Wk 4	Melksham Open Gardens
Aug	Wk 1	
	Wk 2	
	Wk 3	
	Wk 4	Makers Mkt
Sep	Wk 1	Food & River Festival 2 & 3
	Wk 2	Gardeners' Show
	Wk 3	ClimateFest
	Wk 4	
Oct	Wk 1	
	Wk 2	Apple Pressing?
	Wk 3	
	Wk 4	
Nov	Wk 1	
	Wk 2	Remembrance
	Wk 3	
	Wk 4	
Dec	Wk 1	Christmas Market & Lights
	Wk 2	
	Wk 3	Christmas Carols Event

Events WG Meeting Date	Main items for Agenda
12th Jan	Christmas Carols feedback
	Coronation
2nd Feb	Christmas Light Switch on feedback
	Coronation
2nd March	Coronation
	Carnival
	PITP
6th Apr	Coronation
4th May	Final Coronation meeting
1st Jun	F+RF
	Christmas Market
	Remembrance- Band & PA system
6th July	Christmas
	Remembrance
	Food & River festival
3rd Aug	Christmas
	Remembrance
	Food & River festival
7th Sept	Big Christmas Meeting
	Remembrance
5th Oct	Christmas Market
	Christmas Carols
5th Nov	Final Remembrance meeting
	Christmas last meeting
7th Dec	Christmas Carols Meeting



MELKSHAM TOWN COUNCIL

MEETING OF THE COMMUNITY DEVELOPMENT COMMITTEE

23/01/23

Community Arts Projects in Melksham

Report of the Community Development Officer

1 Purpose of the report

- 1.1 To consider completing three community art projects in Melksham in 2023.

2 Background

- 2.1 At the meeting of the Community Development Committee of Melksham Town Council on 10 January 2022 it was resolved to pursue the three community art projects that the Arts Working Group had identified. These were painting an underpass mural, yarnbombing throughout town and an arts festival. At a subsequent meeting it was agreed not to pursue the Arts Festival due to the financial and time implications.

3 Current Situation

- 3.1 The underpass and yarnbombing projects have also not progressed due to a series of major events in 2022. In 2023, with additional staff resource, the projects can be revisited. SMART analyses of the yarnbombing and underpass projects were completed and are included in Appendix 1.
- 3.2 In 2021 a small exhibition of art was created in the Town Hall as part of the Peacock Arts Trail. To take part in the trail in 2023, the Town Hall could be signed up as a group venue and local artists invited to exhibit in the foyer, committee room and Ante Room. This could make up the third art project for the Arts working group to progress.

4 Financial Implications

- 4.1 The costs of the three projects are estimated as follows:

Project	Estimated Costs	Hours of time
Yarnbombing	Wool £100	Publicity 5 Coordinating 8 Affixing 10 Removing 5 TOTAL HOURS: 28
Underpass mural	Paint (800 m2) £300 Brushes, trays etc £200 Anti-vandal paint	Secure grant funding 2 Run workshops with groups/ schools 20 Consult with the public 10

	PPE £300 Artists fees £tbc TOTAL: £5560 Grant funding can be sourced to cover costs	6 x painting days during the summer (x2) 96 Supervision by experienced artists 24 Anti-vandal paint over the whole thing 8 TOTAL HOURS 160
Peacock Arts Trail	£ 115 early bird fee (by 31 January) The exhibiting artists could pay a portion each to cover this fee	Admin 5 Publicity 3 Setting up and taking down 8 Enquiries during the week 8 TOTAL HOURS 24

5 Risk Assessment, Safeguarding, Crime and disorder implications

5.1 Any art projects would be covered by the Town Council's Safeguarding policy.

6 Environmental considerations

6.1 All projects would be carried out with environmentally friendly and sustainable practices where possible.

7 Link to Town Council strategic aims and values

7.1 The draft strategic plan includes the following aims which the arts projects would align with:

- Support and create more events across Melksham
- Celebrate the history and heritage of Melksham
- Develop and support arts and culture
- Promote Melksham as a great place to stay and visit

7.2 The draft strategic plan also includes the values of inclusivity and pride that would be included in these art projects.

8 Recommendations

8.1 That Councillors consider pursuing the above three projects in 2023.

9 CONTACT

Miriam Zaccarelli

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

Appendix 1 – SMART analysis of two 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 2023
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 2023
	When are we going to work on this goal?	Start publicity in February 2023

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 2023
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 2023
	When are we going to work on this goal?	Start in January 2023 and plan for summer painting



MELKSHAM TOWN COUNCIL

MEETING OF THE COMMUNITY DEVELOPMENT COMMITTEE

23/01/23

Virtual Hub

Report of the Community Development Officer

1 Purpose of the report

- 1.1 To consider deferring the Virtual Hub project until the financial year 2024-2025.

2 Background

- 2.1 At the meeting of the Community Development Committee of Melksham Town Council on 5 September 2022 the updated Virtual Hub specification was approved on the condition that the business listing was removed, with a possibility to include it at a later date.

3 Current Situation

- 3.1 The specification was sent to 11 web developers in the Wiltshire area, with several responses which all require further information and discussion.
- 3.2 At the Virtual Hub Working Group meeting on 16 January 2023, since not enough information was available, it was agreed to recommend to Community Development to defer the creation of a Virtual Hub until 2024 and to continue investigation the options so that a clear recommendation could be made for inclusion in the 2024-2025 budget.

4 Financial Implications

- 4.1 The costs of the various providers is still to be clarified. There would also be an ongoing cost of the time to maintain and update the site which is yet unknown but could be up to two or three days a week if done thoroughly.
- 4.2 At the budget working group meeting on 13 January 2023 it was agreed not to include a budget for the Virtual Hub in the 2023-2024 financial year, but that there may be provision in future.

5 Risk Assessment, Safeguarding, Crime and disorder implications

- 5.1 There would be safeguarding issues around any personal information or images that would need to be checked prior to publication
- 5.2 There would need to be mechanisms in place to protect vulnerable people from being targeted through false information

6 Environmental considerations

- 6.1 There are no immediate environmental considerations of a digital hub.

7 Link to Town Council strategic aims and values

- 7.1 The draft strategic plan includes the following aims which this project would align with:

- Support and create more events across Melksham
- Celebrate the history and heritage of Melksham
- Develop and support arts and culture
- Promote what's on in Melksham
- Support and empower voluntary groups to enhance the community
- Support and encourage volunteers and volunteering
- Promote Melksham as a great place to stay and visit
- Work with partners and agencies to coordinate general information digitally and on paper

- 7.2 The draft strategic plan also includes the values of accessibility, communication, inclusivity and pride that would be included in this project.

8 Recommendations

- 8.1 That Councillors consider asking the Virtual Hub working group to continue investigating possibilities for a future Virtual Hub and to seek grant funding to provide it or defer it to the following financial year.

9 CONTACT

Miriam Zaccarelli

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



MELKSHAM TOWN COUNCIL

MEETING OF THE COMMUNITY DEVELOPMENT COMMITTEE

23/01/23

Options for celebrating the Coronation in 2023

Report of the Community Development Officer

1 Purpose of the report

- 1.1 To consider a variety of suggestions for Melksham Town Council to arrange for the community for the Coronation of King Charles III in May 2023.

2 Background

- 2.1 The Coronation is on Saturday 6 May and Monday 8 May is a bank holiday.
- 2.2 Other local towns and villages have planned the following:
 - **Trowbridge:** a week of events involving schools and community groups.
 - **Rowde:** Coronation themed village fete
 - **Seend:** A musical event in the community centre
 - **Westbury:** ?
 - **Devizes:** ?
 - **Chippenham:** ?

3 Current Situation

- 3.1 Following Jubilee celebrations in 2022 we can estimate what the cost and time implications of similar events would be.
- 3.2 Since it will not be possible to do everything, in order to select which event would be most popular, a community consultation could be carried out listing the options to identify preferred activities.

4 Financial Implications

- 4.1 There is a budget allocated of £4,500.
- 4.2 The below list includes estimated costs and staff time for the suggested activities

IDEA	DETAILS	WHERE	ESTIMATED COST	ESTIMATED STAFF/ VOLUNTEER HOURS
Bunting	We have sufficient red, white and blue bunting from the Jubilee to make a significant impact in the town centre.	High street	£0	Installation (5 people x 5 hrs) 25
Shop Window competition	Invite all shops in the town centre to decorate their windows in a Coronation theme	Town Centre	Printing £5 Prizes £30	Publicity/admin 5 Judging (2 x 2) 4 Certificates etc 5
Classic Car Rally	Could use the Cooper Tire car park	Market Place/ KGV		Publicity 5 Admin 10 On the day (4 x 7) 28
Indoor Fayre with stalls		Assembly Hall		Publicity 5 Admin 20 On the day (4 x 8) 32
Street Party	Close the high street and get local businesses to spill out onto the street and create a festival atmosphere with music, stilt walkers, facepainting etc, Fairground rides in the Market Place	High Street and Market Place	Marshalls £1,000 Barriers £150 Entertainment £1000 Street furniture £500	Publicity 5 Comms 10 Road Closure 20 On the day (10 x 8) 80
Screening w/ Afternoon tea and cake	Ticketed to cover costs?	Assembly Hall	Ingredients/ catering? £500	Publicity 5 Prep 10 On the day (5 x 6) 30
Picnic in the park	Could include a maypole, morris dancing, entertainment etc	KGV	Entertainment £1000	Publicity 5 Admin 10 On the day (5 x 6) 30
Screen in the park	Weather dependent	KGV	£ ?	
5K run through town	Could include key parts of Melksham – Friends' Garden, Canberra, Conigre Mead, Campus, Church etc. Could finish in KGV with other events	Town Centre	Marshalls – could be volunteers	Publicity 5 Admin 20 On the day (3 x 30 volunteers to marshal)
Commemorative gifts for children			£ ?	
Fancy dress competition				Publicity/admin 2 Judging 1 Certificates etc 2
Support people to do their own street parties				Publicity 2 Admin 5
General costs			Insurance £500 Advertising £400 First aid £150 Facepainting £200	

- 4.3 There is a possibility of grant finding through the National Lottery. Following enquiries by the Town Clerk, the following information was received from National Lottery Awards for All:

We will be considering applications for events that celebrate the Coronation of King Charles III provided that it meets one of our existing priorities as listed below.

National Lottery Awards for All is a simple small grants scheme making awards of between £300 and £10,000 to support projects and activities that matter to people and communities.

In order to support communities to thrive, projects must address at least one of the following:

- build strong relationships in and across communities*
- improve the places and spaces that matter to communities*
- help more people to reach their potential by supporting them at the earliest possible stage.*
- support people, communities and organisations that are facing increased demands and challenges as a direct result of the cost-of-living crisis*

We fund projects that involve people and communities from the start, build on people's strengths and are connected in their community. We believe this will help your project to be better supported, and it is more likely to be successful as a result. A community can be people living in the same area, or people with similar life experiences or interests.

5 Risk Assessment

- 5.1 Any event agreed upon would need a full risk assessment

6 Crime and disorder implications

- 6.1 Any public events such as street parties or community picnics would be at risk of disorder so liaison would take with the police and Wiltshire Council to ensure the events are safe

7 Environmental considerations

- 7.1 Any events would take place in accordance with Melksham Town Council's environment and climate strategy which highlights the requirement for sustainable practices and procurement.
- 7.2 Any events likely to create waste will have additional waste management systems in place

8 Safeguarding

- 8.1 Any event involving children or vulnerable adults could have safeguarding issues and would be covered by Melksham Town Council's safeguarding policy.

9 Link to Town Council strategic aims and values

- 9.1 Celebrating the Coronation links with the Council's priorities of community involvement, promoting local businesses and inclusion.

10 Recommendations

- 10.1 That Councillors consider which, if any, of the above ideas should be pursued, and allocate funding accordingly.
- 10.2 That a community survey be created to determine which elements are most popular in order to select the preferred activities.
- 10.3 Delegate to the Events Working Group to deliver the agreed actions.

11 CONTACT

Miriam Zaccarelli

Community Development Officer, miriamzaccarelli@melksham-tc.gov.uk, 01225 704187

This page is intentionally left blank



MELKSHAM TOWN COUNCIL

MEETING OF THE COMMUNITY DEVELOPMENT COMMITTEE

23/01/23

Breastfeeding Signage in Melksham Town Council open spaces and facilities.

Report of the Events and Communication Officer

1 Purpose of the report

- 1.1 To approve the proposal to install breastfeeding welcome signage in Melksham Town Council open spaces and facilities and to encourage businesses in Melksham to sign up to the Breastfeeding Welcome Scheme website.

2 Background

The initiative has been proposed by Councillor Price to engender the promotion of a more accepting attitude to breastfeeding in public in Melksham.



3 Current Situation

According to the Breastfeeding Welcome Scheme [website](#), six venues in Melksham are registered as breastfeeding welcome venues including the Town Hall. Not all six exist anymore. There is currently no signage at the Town Hall or in any of the Melksham play areas.

4 Financial Implications

- 4.1 There is no direct financial cost to joining the Scheme. However, The Council will be required to adopt the Breastfeeding Welcome policy as a minimum – see attached.
- 4.2 Mothers report two important things that make them feel comfortable breastfeeding out and about:
 - A welcoming, helpful attitude from staff/employees.
 - Other customers and visitors know and accept that babies may be breastfed there.
- 4.3 The Breastfeeding Welcome Scheme website says, “Adopting this Breastfeeding Welcome Scheme, displaying the breastfeeding welcome logo and greeting mothers and babies with a smile and an offer of assistance won’t cost you anything but will have a powerful and positive impact on breastfeeding mothers and on your local reputation”.

5 Risk Assessment, Safeguarding, Crime and disorder implications

- 5.1 There are no immediate safeguarding considerations to the implementation of breastfeeding welcome signage.

6 Environmental considerations

- 6.1 There are no immediate environmental considerations to the implementation of breastfeeding welcome signage.

7 Link to Town Council strategic aims and values

- 7.1 The draft strategic plan includes the following aims which this project would align with:

- Make Melksham a healthy place where everyone feels safe
- Improve accessibility
- Raise pride in Melksham as a town where everyone is welcome and included.
- Promote Melksham as a great place to stay and visit.

- 7.2 The draft strategic plan also includes the values of accessibility, communication, and representation.

8 Recommendations

- 8.1 That Councillors agree to installing signage at the Town Hall and play areas.
- 8.2 Councillors consider asking more Melksham businesses to sign up to the Breastfeeding Welcome Scheme website.

9 CONTACT

Gloria Delves

Communication and Events Officer, gloria.delves@melksham-tc.gov.uk, 01225 704 187

Contents

Part 1 - Why?..... pg 4

Part 2 - Answers to some frequently asked questions..... pg 7

Part 3 - Taking action..... pg 9

Part 4 - Where to get more information..... pg 14

Part One — Why?

What's in it for you?

Businesses and community venues that are already welcoming breastfeeding mothers to their premises tell us that they have found four main benefits to being **breastfeeding welcome**:

1. It makes a real improvement to customer/client service

Training staff to be welcoming and helpful to breastfeeding mothers encourages them to be more welcoming, supporting of and considerate to all customers. The boost to customer satisfaction and loyalty this creates can only be good for business.

2. It can attract a new customer/client base

New mothers commonly make special efforts to get to know other women in their situation. When they find a place that welcomes them to feed their babies, they pass on the good news and customer numbers grow as a result. Not only that, but their visits tend not to coincide with the busiest times of day, so they bring new custom at what have previously been quiet times.

When venues such as community centres make efforts to welcome breastfeeding mothers, they see an increase in numbers of people using the other services they provide. **Breastfeeding welcome** businesses and venues both report a good level of customer/visitor return rates. Polls have shown that 85% of adults have no problem with seeing women breastfeeding in public.

3. It can improve your image and get you free publicity

When businesses choose to welcome breastfeeding mothers, they are making a positive contribution to public health — as well as demonstrating that they are not motivated solely by profits. Businesses that become **breastfeeding welcome** will get publicity from being listed on our website, and also from word-of-mouth recommendations between families.

4. You can get these benefits without having to spend a lot of money

Many of the things that breastfeeding mothers say they appreciate most about **breastfeeding welcome** venues cost very little to provide. The two most important factors are a welcoming atmosphere and friendly, supportive staff.

For example, it costs very little to arrange furniture to provide a little privacy, say, or to write up a policy for your staff to follow. There is more information about how easy it is to become **breastfeeding welcome** in Part Three.



“It’s nice to have a place for breastfeeding. But if the baby cries I should be able to feed her anywhere.”
– mother of 1 year old girl

What’s in it for babies?

Experts, including the World Health Organization, strongly recommend that babies be fed exclusively on breastmilk for at least their first six months of life. The UN convention on the right of the child recognises the fundamental role that breastfeeding plays in fulfilling the right of every child to the highest attainable standard of health.

Breastmilk is the perfect food for human babies. Among many other health-giving properties, breastmilk contains nutrients that promote the healthy growth of nerves, brains and gut — nutrients that are not found in any other type of milk.

But breastmilk is much more than just food. In addition to providing the absolute best in nutrition for a baby, breastmilk supplies the factors needed to ensure the development of a strong immune system to protect the baby against diseases in later life. Breastfeeding for as long as possible is the most important thing a mother can do to improve the lifelong health of her child.

In the UK, more than three-quarters of new mothers start by breastfeeding. However, fewer than half of all babies are still receiving breastmilk by the time they are six weeks old. And three-quarters of six-week-old babies are receiving formula milk, either exclusively or in addition to breastmilk. This is despite the fact that the best health outcomes for babies result from feeding them only breastmilk for the first six months of life, followed by the gradual introduction of solid foods alongside continued breastfeeding.

Breastfed babies have:

- less risk of gastro-intestinal or ear infections;
- less risk of developing allergies, asthma or childhood cancers;
- higher average scores in childhood intelligence tests; and
- lower levels of obesity, high blood pressure and heart disease in later life.

“You need somewhere to sit down really. Somewhere quiet where you can have something to eat or drink.”
– mother of 11 month old twins

“Anywhere publicly funded should have a breastfeeding area, or family area.”

– mother of girl 15 months old

What’s in it for mothers?

Most mothers stop breastfeeding before they want or intend to. There are many reasons for this. For instance, some mothers have returned to work by the time their baby is six months old, and can then find it difficult to maintain breastfeeding. Another reason women give for stopping is that they didn’t receive enough accurate information, help and support to establish or continue breastfeeding successfully.

To establish and continue breastfeeding, women need the support and understanding not just of their partners and their families, but also of the wider community. Breastfed babies need to feed little and often. Mothers should not feel they must stay at home all the time in case their baby needs feeding. They must be able to participate in all aspects of society while continuing to breastfeed their babies. The more often we see mothers breastfeeding in public places, the more commonplace and unremarkable it will become for everyone.

Polls reveal that seeing a woman breastfeeding does not bother 85% of adults. Despite this, 63% of breastfeeding women report that they have been on the receiving end of unsupportive comments or behaviour while breastfeeding in a public place.

It’s not difficult to imagine how off-putting that would be, and it is unsurprising that half of new mothers report that they never attempted to breastfeed in public for the first few weeks of their babies’ lives. Furthermore, only 39% of breastfeeding women have fed their baby in public by the time it is 4-6 months old, compared to 67% of bottle-feeding women.

Mothers also report finding it hard to know whether they would be welcome to breastfeed in some places, and say they go to places they know they will be welcome so as to avoid the embarrassment of being asked to leave or being subjected to negative comments.

Many businesses and other venues have an open attitude to breastfeeding, but women had no way of knowing this. Becoming **breastfeeding welcome** and displaying the **breastfeeding welcome** signs and logos will let them know that they are welcome.

“I chose the places to avoid bad experiences.”

– mother of 9 week old girl

Part Two — Answers to some frequently asked questions

Q: What's all the fuss about? Do women really have problems breastfeeding when they are out and about?

A: Yes

Most women breastfeed their babies out and about without encountering problems. However, there are some people who find the sight of public breastfeeding uncomfortable. Their responses can make a woman feel vulnerable simply because she is breastfeeding her baby. Also, press coverage and difficult experiences have increased anxiety for mothers.

Mothers have told us that if venues displayed '**breastfeeding welcome here**' signs, they would be sure of this welcome and other customers or visitors would be aware that they might see a baby being breastfed.

This would make all women feel more relaxed about breastfeeding while out and about.

Sometimes, managers or owners of a venue express acceptance of breastfeeding, but mothers report that comments or attitudes from staff there have deterred them. It is important that all staff know when their employers are **breastfeeding welcome**.

Q: Will it cost a lot to become breastfeeding welcome?

A: No

There is no direct financial cost to joining the Scheme. However, you will be required to adopt the **breastfeeding welcome** policy (in this guide) as a minimum.

Mothers report two important things that make them feel comfortable breastfeeding out and about:

- A welcoming, helpful attitude from staff/employees.
- Other customers and visitors knowing and accepting that babies may be breastfed there.

Adopting this Breastfeeding Welcome Scheme, displaying the **breastfeeding welcome** logo and greeting mothers and babies with a smile and an offer of assistance won't cost you anything, but will have a powerful and positive impact on breastfeeding mothers and on your local reputation.



“I was so relieved to be able to feed my baby in a welcoming environment, where I felt relaxed.”

– mother of 18 month old girl

Q: Will I have to adapt my premises to make breastfeeding mothers welcome?

A: No, not necessarily.

Many mothers are comfortable breastfeeding anywhere when out and about. Some mothers may choose to have a little privacy; a tucked away area, or just careful positioning of chairs is usually enough. It's important that there is a range of areas where women feel comfortable to breastfeed. They can then choose the places that cater best for their needs.

The facilities women listed as most important were:

- easy access for, and safe place to park, a buggy;
- easy access to a clean place to change their baby's nappy; and
- a comfortable chair with a back for support.

We know not all venues can provide all of these but there is nothing more important than being welcoming.

Q: Do I need to provide a separate room?

A: If possible, but not always

Most mothers do not want to go to a private room. They want to carry on their normal activities, talk to their friends or family and perhaps look after older children too, all while breastfeeding. However, if your venue can provide a private room, mothers should not be expected to use it unless they wish to.

If you can provide a private room, it should:

- be appropriately signposted, clean, and comfortable;
- provide a chair with a back, a foot rest, a cushion, and access to water; and
- have easy access to baby changing facilities, but not be in the same room.

Q: Will other customers feel uncomfortable when a mother is breastfeeding?

A: This is unlikely

It is understandable that owners and managers want to consider the needs and comfort of all their customers/visitors. They may be concerned that people will be embarrassed or feel uncomfortable if a mother is breastfeeding. However, usually, there is nothing to be seen that ought to embarrass anyone. Many owners/managers of breastfeeding welcome venues have reported not even noticing when mothers were breastfeeding.

“When they are tiny and you are feeling vulnerable, you don't feel like taking on the world because it's not just you.”

– mother of 15 month old boy

Part Three — Taking action

What do you need to do?

Of course, all mothers have the right to breastfeed anywhere. However, below is a short checklist of the basic things any business or venue needs in order to be more welcoming to breastfeeding mothers. When you can tick all the boxes, you can go to our website and tell us you are **breastfeeding welcome**. Then your venue can be added to the list for mothers looking for **breastfeeding welcome** venues in your area.

The breastfeeding welcome venue checklist

1. Babies can be breastfed in any public area in our venue
2. We have adopted the **breastfeeding welcome** sample breastfeeding policy as a minimum standard
3. Our staff are all aware how to implement our breastfeeding policy
4. We will display the charter and sticker that tells visitors we are **breastfeeding welcome**
5. We understand that some women prefer privacy when breastfeeding and we will do all we can to help them

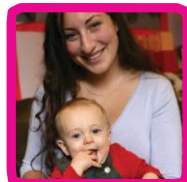
Developing a breastfeeding policy

Having a written policy is an easy way to ensure that all staff know that their employer or manager supports breastfeeding on the premises.

A written policy can stand alone, or can be incorporated into existing written policies, such as health and safety or customer care/visitor care policies. The example policy below can be adapted for your use however you see fit.

The main things any policy needs are:

- To be in writing
- To state the venue is **breastfeeding welcome**
- To state the person responsible for implementing and updating the policy
- To state who complaints should be directed to and the procedure
- To state responsibilities of staff in welcoming mothers to breastfeed
- To state how it will be communicated to staff
- To provide a link to where to find out more information
- To be reviewed annually



Sample Breastfeeding Policy

This venue welcomes babies to be breastfed in any public area of these premises.

How we will make this happen

All our staff will support the needs and rights of mothers breastfeeding. If another customer/visitor to the premises objects to breastfeeding, they should be told management supports breastfeeding. If the situation cannot be resolved readily, junior staff should refer customers/visitors to senior management.

A copy of this policy should be issued to all new staff members and a copy should be displayed in _____

Distributing and updating this policy annually is the responsibility of _____ who will be glad to hear comments and reports of any incidents.

If a member of staff feels they need more guidance on this they should speak to _____

Our staff will:

- display stickers and appropriate signage
- make mothers and babies welcome
- display the **breastfeeding welcome** charter.

We are breastfeeding welcome:

- To support the needs of our customers, visitors or clients and be more family friendly.
- Babies need feeding when they ask for it. Their stomachs are very small and breastmilk is digested very quickly.
- Breastfeeding works best when mother and baby are both relaxed.
- Hungry, upset babies will generally be helped to calm down and become quiet when breastfeeding. This is good for all our customers, visitors or clients.

More information can be found at:

www.breastfeedingwelcomescheme.org.uk

Train and support your staff to create a welcoming atmosphere

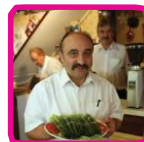
You can easily adapt any existing staff training or induction programme concerning customer service to include the needs and rights of breastfeeding mothers. There are simple ways your staff can support breastfeeding mothers, including:

If they feel a mother would like it:

- Stop for a brief chat to make it clear that mothers are welcome to breastfeed
- Offer a chair, if one is available
- Ask if they would like any help
- Explain that you can make a private place available if she'd like, if possible
- Offer her a glass of water if you can
- If you work in a venue that serves food and drink, offer to bring her drink/food over to her, or go to her and take her order once she has settled her baby.

Indicate that you're welcoming to breastfeeding families – use our signage

Mothers say that the best way for them to know they're welcome to breastfeed is if there are clear signs. Our Scheme provides stickers and signage you can put up in your venue to let all of your visitors, customers and clients know they are in a **breastfeeding welcome** venue.



“It’s great to know that I can go online and find places where I can feed my baby, even if I do not wish to buy a coffee. I might meet other breastfeeding mums, too!”

– mother of twins 11 months

Adapting your space

Though not all venues will have the space, if you are in a position to make a separate room available, it would give more mothers more choice and would be appreciated. This doesn’t mean every premises needs to have a separate room for breastfeeding. Many mothers will be happy with knowing that they can breastfeed in any public area of your venue.

In addition, there are lots of ways you can adapt spaces to accommodate the needs of breastfeeding mothers. Simply moving plants and furniture around or adding a screen can guarantee privacy in even the busiest of spaces — a library, say, or a doctor’s waiting room, a café or restaurant. Mothers with young babies can be directed to those areas if they wish to breastfeed, without feeling isolated.

If you are able to provide a separate room, it should be:

- **In a private area.** Mothers should be able to feed where nobody can see them. Space permitting, there should be room for women to feed completely in private, as well as for women to breastfeed together, so a room with a few comfortable chairs as well as one chair screened off from the others would be ideal.
- **Signposted.** Our Scheme provides stickers and signs for your use to indicate your breastfeeding room or area, for mothers who want it.
- **Clean and comfortable,** providing a chair, foot rest, cushion, and if possible access to a basin and water for hand washing.
- **Easy to get into** with a baby in a buggy – with a wide door and room to bring the buggy inside if possible.
- **Near, but not in, an area suitable for changing a baby.** Fathers may wish to use baby changing rooms, and mothers may prefer not to be disturbed. You can meet all of the criteria above without building a new room. Perhaps your venue has a small room or office already used for first aid or other uses. It could be easily adapted, by adding a comfortable chair and our sign.
- **Near, but not in a toilet.**

“What would be good would be a soft play area for children where you could just relax.”

– mother of 11 month old twins

Becoming a Breastfeeding Welcome Scheme venue

How do I join?

So, you have met all the criteria on the checklist, drawn up a policy, adapted your premises where necessary and trained your staff – now you are ready to JOIN US and to promote your venue as **breastfeeding welcome**.

If you'd like to join our national Breastfeeding Welcome Scheme please log on to www.breastfeedingwelcomescheme.org.uk and click on JOIN OUR SCHEME.

- Once it has been verified that you have complied with the checklist criteria, your venue will be awarded Breastfeeding Welcome Scheme status.
- You will receive a poster and 2 stickers to display on site. Only then will your venue be activated on the national Breastfeeding Welcome Scheme website, where mothers can search for **breastfeeding welcome** venues near them.
- If you would like to join the Scheme but do not have access to the internet you can send us a completed checklist. Once received, we will add your venue's details to the national website on your behalf. You will also be awarded a poster and 2 stickers to display on your premises. See local contact information on page 15.

If you have any questions about joining the Scheme, you can email the national Breastfeeding Welcome Scheme coordinator at: breastfeedingwelcomescheme@nct.org.uk or check page 15 for local contacts in your area.

Keeping your Breastfeeding Welcome Venue Status

We will be welcoming comments and feedback from those who access your venue to ensure that all the participants of the national Breastfeeding Welcome Scheme continue to meet all the requirements.



Part Four — Where to get more information

Breastfeeding support for families

Telephone helplines

The following helplines are answered by trained volunteers working in their own homes. Calls cost the same as calls to any phone number starting with 01 and 02 and price plans which offer inclusive minutes will include calls to 0300 numbers. This applies to calls made from mobile phones and landlines.

National Breastfeeding Helpline

Tel: 0300 100 0212

NCT Breastfeeding Line

Tel: 0300 330 0071

Breastfeeding Network Supporterline

Tel: 0300 100 0210

Breastfeeding support in Bengali/Sylhetti

Tel: 0300 456 2421

La Leche League

Tel: 0845 120 2918

NHS Breastfeeding Website

www.breastfeeding.nhs.uk

Please see page 15 for local information