

Economic Development & Planning Agenda

Tuesday 23rd September 2025



01225 704187 towncouncil@melksham-tc.gov.uk



Town Hall, Market Place, Melksham, Wiltshire SN12 6ES

CEO Miss Hayley Bell, Assoc CIPD, CertHE, FSLCC 01225 704187

towncouncil@melksham-tc.gov.uk

12th September 2025

Dear Councillors,

You are summoned in accordance with the Local Government Act (LGA) 1972, Sch 12, paras 10 (2)(b) to a meeting of Economic Development & Planning Committee of Melksham Town Council for the transaction of the business shown on the agenda below.

Tuesday 23rd September 2025, to be held at 19.00 in the Council Chamber, Melksham Town Hall, Market Place, Melksham, SN12 7ES.

The quorum for Economic Development & Planning is 4.

Public Participation.

Members of the public and the press may attend this meeting in person or join the meeting on teams via the following link https://tinyurl.com/2vcvd5s5 Public participation will take place near the start of the meeting.

Each speaker is limited to three minutes, with a total public session of 20 minutes. Members of the public are requested to send their question to CEO@melksham-tc.gov.uk by noon on the working day before the meeting. You should still attend the meeting, in person or online, to ask your question.

No decisions will be made on matters not already on the agenda. The Council may ask the public and press to leave if confidential matters need to be discussed.

The Seven Principles of Public Life.

All members are reminded of their duty under the code of conduct to uphold the Seven Principles of Public Life: selflessness, integrity, objectivity, accountability, openness, honesty, and leadership.

Yours sincerely,

Miss Hayley Bell - CEO/Town Clerk











Economic Development & Planning Committee

The Committee will meet to consider all planning applications in the town.

Comments will be sent to Wiltshire Council as part of their consultation procedure. The aim is to use guidance contained in the National Planning Policy Framework, the Joint Melksham Neighbourhood Plan, planning legislation, Wiltshire Council's Core Strategy and Local Plan, Policy and Periodic Planning Guidance notes to preserve and enhance the town's character, whilst encouraging its commercial and social vitality. It will also consider the contents and desires laid out in the Neighbourhood Plan and Local Plan.

Where appropriate, planning applications submitted in the Parish of Melksham Without may also be discussed and commented on if relevant to the Town Council.

Highway issues raised for the Local Highways and Footpath Improvement Group (LHFIG), Emergency Planning and Flood Plans will also be managed by this Committee.

- **1. Membership:** Seven elected members.
 - 1.1. Invited officers relevant to planning and economic development, who will have no voting rights.
 - 1.2. No business may be transacted at a meeting unless at least 50% of the whole number of members of the Committee, rounded up, are present.
 - 1.3. Substitution of Members Substitutes should be nominated by the Member of the Committee planning to be absent and notified to the Proper Officer in writing by 3pm on the day of the meeting.
- **2. Delegated Business:** The Committee has delegated authority to deal with the following matters on an ongoing basis or to conclusion:

Planning

- 2.1 At meetings to consider all planning applications sent for consultation by Wiltshire Council.
- 2.2 To comment on behalf of the Town Council on planning applications having due regard to Town Council policy.
- 2.3 To delegate the power to the Town Clerk in discussion with the Town Mayor or Deputy Town Mayor, to make recommendations to Wiltshire Council on minor revisions

to applications for which there is insufficient time to call a planning committee meeting. The exercise of this power should be consistent with established practice and policy of the committee, where defined, and shall be reported to the next planning committee meeting.

- 2.4 To deal with requests for street naming.
- 2.5 To deal with consultation requests for street trading licences.



- 2.6 To deal with any matters pertaining to the Licensing Act 2003.
- 2.7 To refer all highway Issues through the relevant portal for the Local Highways and Footpaths Improvement Group (LHFIG).
- 2.8 To develop and manage all Emergency Plans.
- 2.9 To deal with Rights of Way, Bridle Ways, and Footpath matters.
- 2.10 To prepare draft comments for any consultations received by the Council.
- 2.11 To engage in pre-application consultations with developers.
- 2.12 To manage equipment within the area of its responsibilities and not under the control of any other committee.
- 2.13 To receive petitions and deputations from the public or any organisation.

Economic Development

- 2.14 To be responsible for recommending to Council key decisions and actions required in relation to the economic development of the town.
- 2.15 Approving and overseeing the delivery of any relevant service strategies which affect:
 - economic development;
 - investment in the town centre;
 - to oversee and implement the Town Centre Master Plan;
 - the establishment of external partnerships where they are relevant to the economic development of the town.
- 2.16 Approving and monitoring funding sources and mechanisms to assist with various initiatives, projects and actions within the remit of economic development.

Budget

- 2.17 To prepare, scrutinise and monitor the budget for the committee.
- 2.18 To approve expenditure within budget and to refer any requests for expenditure over budget to Full Council.
- 2.19 To approve expenditure within Ear Marked Reserves available to relevant projects for this committee.
- **3. Referred Business:** To consider and make recommendations to the Town Council on the following matters:
 - 3.1 Any other matters referred to the Committee by the Town Council.
 - 3.2 All planning applications of a major strategic nature.
 - 3.3 Consultations on any strategic plans produced by the Principal Authority, Wiltshire Council, such as Boundary Reviews, Local Development Framework, Local Plans or any such documents relevant to the town.
 - 3.4 Budget estimates, to be prepared no later than October each year and submitted to the Finance, Administration and Performance Committee.

AGENDA

Economic Development & Planning

1. Apologies. 19.00 – 19.01

To receive and consider acceptance for apologies and absences

(Local Government Act, 1972 s.85)

2. Declaration of interests.

19.01 - 19.02

To declare an interest relating to the business of the meeting.

(Melksham Town Council Code of Conduct)

3. Minutes 19.02 – 19.05

To receive the minutes of the previous meeting on Tuesday 2nd September 2025

(Local Government Act 1972, s. 12)

4. Public participation

19.05 - 19.25

To allow public participation, 3 minutes per person, 20 minutes allocation.

(Local Government Act 1972, s. 12)

5. Planning Considerations

Planning Considerations Members to note that when responding to planning applications consideration should be given to the Melksham Joint Neighbourhood Plan, the Wiltshire Core Strategy and the National Planning Policy Framework (NPPF).

6. Planning Applications

19.25 - 19.40

6.1 PL/2025/06820

PL/2025/06820 - Householder Application
Address: 14 Philip Close, Melksham, SN12 7A

Proposal: Proposed Single Storey Side Extension

Respond By: 25 September 2025



6.2 PL/2025/06939

<u>PL/2025/06939</u> - Householder planning permission Site Location: 4 Foxglove Close, Melksham, SN12 6FS

Proposal: Single storey rear extension

Respond By: 1 October 2025

6.3 PL/2025/06749

PL/2025/06749 - Outline planning permission: Some matters reserved

Site Location: Land North of Bath Road (A365), Melksham

Proposal: Outline planning application (with all matters except access reserved) for mixed use development comprising residential (up to 205 dwellings), land reserved for expansion of secondary school, public open space, landscaping and associated

engineering works

Respond By: 3 October 2025

6.4 PL/2025/07044

PL/2025/07044 - Full planning permission

Site Address: Former Countrywide Site, Bradford Road, Melksham

Proposal: The construction of a new discount foodstore, car parking, access and

landscaping on land at Bradford Road, Melksham

Respond By: 10th October 2025

7. Planning Decisions

19.40 - 19.40

7.1 PL/2025/04473

PL/2025/04473 - Householder Application

Address: 12A Lambourne Crescent, Melksham, Wilts, SN12 7NE **Proposal:** Proposed Single Storey Rear Extension and Alterations

Decision Date: 29 August 2025 **Decision:** Approved with conditions

MTC Decision: No objection



7.2 PL/2025/06322

PL/2025/06322 - Householder Application

Address: 4 Granville Road, Melksham, SN12 8AN

Proposal: Proposed removal of existing rear conservatory and erecting single storey side and rear extension. Converting and connecting single detached garage into footprint.

Decision Date: 02 September 2025 **Decision:** Approve with Conditions

MTC Decision: Decision made on day of meeting but would not have objected.

8. Application for a premises licence to be granted

19.40 -20.00

For comment by 6th October 2025.

9. Wayfinding Signs

20.00 - 20.20

To make recommendations to Wiltshire Council on new or upgraded Wayfinding Signs.

Deferred from meeting of 2nd September 2025.

Link to recording (go to the 25 minute mark)

10. Parish Steward 20.20 - 20.30

To note work done in September

To consider jobs to request the Parish Steward undertake.



Melksham Town Council

Minutes of the Economic Development & Planning Committee

on Tuesday 2nd September 2025

PRESENT: Councillor S Rabey

Councillor P Aves Councillor A Griffin Councillor C Stokes

OFFICERS Andrew Meacham Committee Clerk

PUBLIC: no members of the public or press were present

96/25 Apologies

Apologies were received from Councillor R Cleary.

97/25 Declaration of Interest

There were no declarations of interest.

98/25 Public Participation

There was no public participation

99/25 Minutes

The minutes of 12th August 2025, having been previously circulated, were approved as a correct record and signed by the Chair Councillor Rabey

110/25 PL/2025/06322

It was noted that a decision had been published that day. The committee recorded that they would not have objected to the application.

111/25 PL/2025/06407

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

UNANIMOUSLY RESOLVED not to object to the application.

112/25 PL/2025/04387

The decision was noted.

113/25 PL/2025/04422

The decision was noted.

114/25 PL/2025/04837

The decision was noted

Page 1 | Minutes - Economic Development & Planning Tuesday 2nd September 2025

115/25	PL/2025/07097
The decision v	vas noted.
116/25	PL/2025/04086
The decision v	was noted.
117/25	PL/2025/04158
The decision v	was noted.
118/25	PL/2025/03207
The decision v	was noted.
119/25	PL/2025/03643
The decision v	was noted.
120/25	PL/2025/05589
The decision v	was noted.
121/25	Provision of Wayfinding Signs
was agreed th The matter wo	incillor Rabey referred to the document that she had circulated to members. It nat members would review the document and make site visits around the town. Ould then come back to the next meeting to formulate suggestions and e sent to Wiltshire Council.
122/25	Temporary Road Closure Notifications
The notification	ons were noted.
123/25	Parish Steward
The usual jobs	s were requested and in addition, weeding in Weavers Croft.
Meeting close	ed at: 19:15
Signed	Dated



Application for a premises licence to be granted under the Licensing Act 2003

Please read the following instructions first

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We Jarboom Ltd

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 - Premises details

Postal address of premises or, if none, ordnance survey map reference or description

UNIT 47, (PREVIOUS AVON TYRE'S SITE),+ CARPARK NEAREST RIVER.

BATH RD,

MELKSHAM,

WILTSHIRE

SN12 8AA

(MAP ATTACHED TO APPLICATION)

Post town Melksham Postcode SN12 8AA

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£ Unknown, Monthly Rental Value £9,159

Part 2 - Applicant details

Please state whether you are applying for a premises licence as **Please tick as appropriate**

a)	an	individual or individuals *		please complete section (A)
b)	ар	erson other than an individual *		
	i	as a limited company/limited liability partnership	Х	please complete section (B)
	ii	as a partnership (other than limited liability)		please complete section (B)
	iii	as an unincorporated association or		please complete section (B)

	iv other (for example a statutory corporation)	please complete section (B)
c)	a recognised club	please complete section (B)
d)	a charity	please complete section (B)
e)	the proprietor of an educational establishment	please complete section (B)
f)	a health service body	please complete section (B)
g)	a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales	please complete section (B)
ga)	a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England	please complete section (B)
h)	the chief officer of police of a police force in England and Wales	please complete section (B)

*	If you are	applying	as a p	person	described	in (a)	or (b)	please	confirm	(by 1	ticking	yes
tc	one box	below):										

•	I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or	
•	I am making the application pursuant to a statutory function or	
	a function discharged by virtue of Her Majesty's prerogative	

(A) Individual applicants (fill in as applicable)

Mr	Mrs	Miss	Ms	Other Title (for example, Rev)	
Surnam	ne		First r	names	
Date of	birth	I am 18	years old or ov	er Please tick yes	
Nationa	lity				
Current residential address if different from premises address					
Post tov	vn			Postcode	
Daytime number	e contact t	elephone			
E-mail a	address al)				

Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 'share code' provided to the applicant by that service (please see note 15 for information)

Second individual applicant (if applicable)

Mr	Mrs	Miss	Miss Ms (Other Title (for example, Rev)	
Surname				First na	ames	
Date of bir or over	th		I am 1	8 years o	old Plea	ase tick yes
Nationality	•					
Current res address if o from premis address	lifferent					
Post town					Postcode	
Daytime contact telephone number						
E-mail add (optional)	ress					
work check	ing serv	if demonstrating a vice), the 'share co 5 for information)				

(B) Other applicants

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name JARBOOM LTD Address THE OUTBACK MERLIN WAY, BOWERHILL, MELKSHAM, ENGLAND, SN12 6TJ Registered number (where applicable) Company number 15576394 Description of applicant (for example, partnership, company, unincorporated association etc.) LIMITED COMPANY Telephone number (if any) E-mail address (optional) NICO@JARBOOM.CO.UK

Part 3 Operating Schedule

When do you want the premises licence to start?

DD MM YYYY

3 1 1 0 2 0 2 5

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD MM YYYY

0 2 1 1 2 0 2 6

Please give a general description of the premises (please read guidance note 1)

THE FORMS PART OF A LARGER, UNUSED FACTORY SITE. UNIT 47 IS AN UNUSED WAREHOUSE FACILITY.

NOT ALL OF THIS SPACE WILL BE USED FOR THE EVENTS.

APPLICATION ALSO INCLUDES CAR PARK AS SECONDARY OPTION SHOULD WAREHOUSE NOT BE SUITABLE. MARQUEES WOULD BE INSTALLED TO BUILD TEMPORARY VENUE. OUTLINE MAP ATTACHED.

If 5,000 or more people are expected to attend the premises	
at any one time, please state the number expected to attend.	

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Pro 2)	vision of regulated entertainment (please read guidance note	Please tick all that apply
a)	plays (if ticking yes, fill in box A)	
b)	films (if ticking yes, fill in box B)	
c)	indoor sporting events (if ticking yes, fill in box C)	
d)	boxing or wrestling entertainment (if ticking yes, fill in box D)	
e)	live music (if ticking yes, fill in box E)	Х
f)	recorded music (if ticking yes, fill in box F)	Х
g)	performances of dance (if ticking yes, fill in box G)	
h)	anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)	

Provision of late night refreshment (if ticking yes, fill in box I)	Х
Supply of alcohol (if ticking yes, fill in box J)	Х

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
	nce note		(produce road gardeness riots o)	Outdoors	
Day	Start	Finis h		Both	
Mon			Please give further details here (please read)	ad guidance r	note
Tue					
Wed			State any seasonal variations for perform (please read guidance note 5)	ing plays	
Thur					
Fri			Non standard timings. Where you intend premises for the performance of plays at to those listed in the column on the left, p	different time	<u>es</u>
Sat			(please read guidance note 6)		
Sun					

В

Films Standard days and timings (please read			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 3)		
	nce note		a.s. (prodoc road gardanes note o)	Outdoors	
Day	Start	Finis h		Both	
Mon			Please give further details here (please read)	ad guidance n	ote
Tue					
Wed			State any seasonal variations for the exhibit (please read guidance note 5)	bition of film	<u>s</u>
Thur					
Fri			Non standard timings. Where you intend premises for the exhibition of films at different those listed in the column on the left, please	erent times t	
Sat			read guidance note 6)		
Sun					

С

events Standa timings	r sportir s ard days s (please ace note	and read	Please give further details (please read guidance note 4)
Day	Start	Finis h	
Mon			
Tue			State any seasonal variations for indoor sporting events (please read guidance note 5)
Wed			
Thur			Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please
Fri			read guidance note 6)
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and		s	Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please	Indoors	
timing	s (please nce note	e read	read guidance note 3)	Outdoors	
Day	Start	Finis h		Both	
Mon			Please give further details here (please read)	ad guidance n	ote
Tue					
Wed			State any seasonal variations for boxing of entertainment (please read guidance note 5		
Thur					
Fri			Non standard timings. Where you intend premises for boxing or wrestling entertain different times to those listed in the column	nment at	1
Sat			please list (please read guidance note 6)		
Sun					

Ε

Live music Standard days and timings (please read			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	Х
	nce note		(produce room games room e)	Outdoors	
Day	Start	Finis h		Both	
Mon			Please give further details here (please read)	ad guidance r	ote
Tue					
Wed			State any seasonal variations for the performusic (please read guidance note 5)	ormance of li	<u>ive</u>
Thur			NO VARIATIONS		
Fri	17:00	23:30	Non standard timings. Where you intend premises for the performance of live musi times to those listed in the column on the	ic at differen	
Sat	17:00	23:30	(please read guidance note 6)		
Sun					

F

Recorded music Standard days and timings (please read		and	Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	Х
	nce note		(produce road gardaniec nieto o)	Outdoors	
Day	Start	Finis h		Both	
Mon			Please give further details here (please rea	ad guidance n	ote
			4) WTF PRESENTS BINGO LINGO, OFFERS A R THROUGHOUT THE EVENING. HOSTING THE	EVENT FROM	
Tue			START TO FINISH. THE DJ'S WOULD START A BACKGROUND MUSIC WOULD BE PLAYING WILL FINISH AT 23:00.		
Wed			State any seasonal variations for the play music (please read guidance note 5)	ing of record	<u>led</u>
Thur			NO VARIATION		
Fri	17:00	23:30	Non standard timings. Where you intend premises for the playing of recorded must times to those listed in the column on the	ic at differen	
Sat	17:00	23:30	(please read guidance note 6)		
Sun					

G

Performances of dance Standard days and			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
timing	s (please	read	product your gardeness rives of	Outdoors	
Day	Start	Finis h		Both	
Mon			Please give further details here (please read)	ad guidance n	ote
Tue					
Wed			State any seasonal variations for the performance (please read guidance note 5)	ormance of	
Thur					
Fri			Non standard timings. Where you intend premises for the performance of dance at to those listed in the column on the left, p	different tim	<u>es</u>
Sat			(please read guidance note 6)		
Sun					

Н

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)		within and e read	Please give a description of the type of enter be providing	tainment you	will
Day	Start	Finis h	Will this entertainment take place indoors or outdoors or both – please	Indoors	
Mon			tick (please read guidance note 3)	Outdoors	
				Both	
Tue			Please give further details here (please read)	ad guidance r	note
Wed					
Thur			State any seasonal variations for entertain similar description to that falling within (e (please read guidance note 5)		
Fri					
Sat			Non standard timings. Where you intend premises for the entertainment of a simila that falling within (e), (f) or (g) at different listed in the column on the left, please list guidance note 6)	r description times to tho	se
Sun					

I

Late night refreshment Standard days and		and	Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please	Indoors	Х
timing	s (please	e read	read guidance note 3)	Outdoors	
Day	Start	Finis h		Both	
Mon			Please give further details here (please read)	ad guidance r	note
			ALLOWENCE TO CLEAR THE VENUE INCLUDED	IN TIMES.	
Tue					
Wed			State any seasonal variations for the prov		
			night refreshment (please read guidance no	ote 5)	
Thur					
Fri	17:00	23:30	Non standard timings. Where you intend		
			premises for the provision of late night re different times, to those listed in the colur		
Sat	17:00	23:30	please list (please read guidance note 6)		_
Sun					

J

Supply of alcohol Standard days and timings (please read		and	Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	Х
guidar	nce note	7)		Off the premises	
Day	Start	Finis h		Both	
Mon			State any seasonal variations for the support (please read guidance note 5) ALLOWENCE TO CLEAR THE VENUE INCLUDED		<u>I</u>
Tue					
Wed					
Thur			Non standard timings. Where you intend premises for the supply of alcohol at diffe those listed in the column on the left, plea	rent times to	
Fri	17:00	23:30	read guidance note 6)		
Sat	17:00	23:30			
Sun					

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name MR GARY COOKE				
Date of birth				
Address				
Postcode				
Personal licence number (if known)	LN / 001 / 1410			
Issuing licensing authority (if known)				

Κ

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9).

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variations (please read guidance note 5) ALLOWENCE TO CLEAR THE VENUE INCLUDED IN TIMES.
Day	Start	Finis h	
Mon			
Tue			
Wed			
			Non standard timings. Where you intend the premises to be open to the public at different times from those listed
Thur			in the column on the left, please list (please read guidance note 6)
Fri	17:00	23:30	
Sat	17:00	23:30	
Sun			

М

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

PLEASE REFER TO THE EMP FOR DETAILS ON OUR POLICIES TO PROMOTE THE FOUR LICENCING OBJECTS.
APPENDIX 1 FLOOR PLAN.
APPENDIX 2 SECURITY PLAN & METHOD STATEMENT.
APPENDIX 3 MEDICAL & WELFARE PLAN WITH NEEDS BASED RISK ASSESSMENT.
APPENDIX 4 FIRE SAFETY MANAGEMENT PLAN & FIRE RISK ASSESSMENT.
APPENDIX 5 TRAFFIC MANAGEMENT PLAN.
APPENDIX 5.1 TRAFFIC MANAGEMENT PLAN – SUPPORTING DOCUMENTS.
APPENDIX 6 NOISE MANAGEMENT PLAN.
APPENDIX 6.1 NOISE MANAGEMENT PLAN SUPPORTING DOCUMENTS.
APPENDIX 7 ALCOHOL DRUG POLICY.
APPENDIX 8 GENERAL RISK ASSESSMENT.
APPENDIX 9 INCIDENT MANAGEMENT PLAN.
APPENDIX 10 PRODUCTION SCHEDULE.

b) The prevention of crime and disorder

JARBOOM LTD WILL ENSURE THE PREVENTION OF CRIME AND DISORDER BY EMPLOYING SIA-TRAINED SECURITY STAFF TO MANAGE ACCESS, CONDUCT SEARCHES, AND OVERSEE CROWD MOVEMENT. A STRICT CHALLENGE 25 POLICY WILL BE ENFORCED AT ALL ENTRY POINTS AND BARS, WITH INTOXICATED OR DISORDERLY INDIVIDUALS REFUSED ENTRY OR SERVICE. THE EVENT OPERATES A ZERO-TOLERANCE DRUGS POLICY, WITH SECURITY ESCALATING ANY DISCOVERIES OR INCIDENTS DIRECTLY TO WILTSHIRE POLICE. CLOUD-BASED CCTV WILL BE INSTALLED AT ENTRANCES AND BAR AREAS, PROVIDING SECURE RECORDINGS TO SUPPORT POST-EVENT INVESTIGATIONS IF REQUIRED. ALL INCIDENTS WILL BE LOGGED THROUGH EVENT CONTROL, ENSURING A COORDINATED AND ACCOUNTABLE APPROACH.

c) Public safety

JARBOOM LTD WILL ENSURE CRIME AND DISORDER ARE PREVENTED THROUGH THE USE OF SIA-TRAINED SECURITY GUARDS AND STEWARDS TO MANAGE ENTRY, EXITS, AND CROWD MOVEMENT, SUPPORTED BY A DEDICATED SECURITY MANAGER AND EVENT CONTROL. A STRICT CHALLENGE 25 POLICY WILL BE ENFORCED AT ENTRY AND BARS, WITH INTOXICATED INDIVIDUALS REFUSED SERVICE OR ENTRY. THE EVENT OPERATES A ZERO-TOLERANCE DRUGS POLICY, WITH SEARCHES ON ENTRY AND POLICE LIAISON FOR ALL INCIDENTS. CLOUD-BASED CCTV WILL COVER BAR AREAS AND ENTRANCES, WITH RECORDINGS STORED SECURELY FOR INVESTIGATION IF REQUIRED. ALL INCIDENTS WILL BE LOGGED AND, WHERE NECESSARY, REPORTED DIRECTLY TO WILTSHIRE POLICE, ENSURING A SAFE AND WELL-MANAGED ENVIRONMENT.

d) The prevention of public nuisance

NOISE AND NUISANCE WILL BE CAREFULLY MANAGED TO MINIMISE COMMUNITY IMPACT. SOUND SYSTEMS WILL BE ORIENTED AND MONITORED TO REDUCE OFFSITE DISRUPTION, AND ALL LICENCE CONDITIONS ON NOISE WILL BE FULLY ENFORCED. RESIDENTS WITHIN 1KM WILL RECEIVE ADVANCE NOTICE OF THE EVENT, INCLUDING CONTACT DETAILS FOR A DEDICATED COMPLAINTS LINE, STAFFED DURING BUILD, LIVE HOURS, AND BREAKDOWN. CLEAR SIGNAGE, STEWARDING, AND TRAFFIC MANAGEMENT MEASURES WILL REDUCE CONGESTION AND DISRUPTION IN THE LOCAL AREA. WASTE MANAGEMENT AND LITTER-PICKING TEAMS WILL ENSURE THE SITE AND SURROUNDING AREAS ARE KEPT CLEAN THROUGHOUT AND AFTER THE EVENT.

e) The protection of children from harm

THE EVENT IS STRICTLY 18+ ONLY AND WILL BE OPERATED AS SUCH ACROSS ALL TICKETING AND ENTRY PROCEDURES. TICKETS ARE ONLY AVAILABLE IN ADVANCE VIA TICKET TAILOR, WITH A SMALL ALLOCATION AVAILABLE ON THE DOOR IF UNSOLD. ALL ATTENDES WILL UNDERGO ID CHECKS UNDER CHALLENGE 25 AT THE ENTRANCE AND BARS, WITH ANYONE UNABLE TO PROVIDE VALID ID REFUSED ENTRY OR SERVICE. ALCOHOL SALES WILL BE MANAGED BY LAST ORDERS LTD UNDER A STRICT ALCOHOL MANAGEMENT PLAN, WITH STAFF TRAINED TO RECOGNISE SIGNS OF INTOXICATION, DRINK SPIKING, OR SAFEGUARDING ISSUES. THESE ROBUST MEASURES ENSURE THE EVENT REMAINS A SAFE, ADULT-ONLY ENVIRONMENT.

Checklist:

Please tick to indicate agreement

•	I have made or enclosed payment of the fee.	Х
•	I have enclosed the plan of the premises.	Х
•	I have sent copies of this application and the plan to responsible authorities and others where applicable.	Х
•	I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.	Х
•	I understand that I must now advertise my application.	Х
•	I understand that if I do not comply with the above requirements my application will be rejected.	Х
•	[Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15).	

It is an offence, under Section 158 of the Licensing Act 2003, to make a false statement in or in connection with this application. Those who make a false statement may be liable on summary conviction to a fine of any amount.

It is an offence under Section 24b of the Immigration Act 1971 for a person to work when they know, or have reasonable cause to believe, that they are disqualified from doing so by reason of their immigration status. Those who employ an adult without leave or who is subject to conditions as to employment will be liable to a civil penalty under section 15 of the Immigration, Asylum and Nationality Act 2006 and pursuant to Section 21 of the same act, will be committing an offence where they do so in the knowledge, or with reasonable cause to believe, that the employee is disqualified.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 12). If signing on behalf of the applicant, please state in what capacity.

Declaration	 [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).
	 The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work (please see note 15)
Signature	
Date	08/09/25
Capacity	DIRECTOR

For joint applications, signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent (please read guidance note 13). If signing on behalf of the applicant, please state in what capacity.

Signature				
Date				
Capacity				
		viously given) and postal add n (please read guidance note		espondence
Post town			Postcode	
Telephone num	nber (if any)			
lf you would pro	efer us to corre	spond with you by e-mail, yo	ur e-mail ad	dress (optional)

BOUNDARY LINE OF LICENCE APPLICATION



Notes for Guidance

- Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
- 2. In terms of specific regulated entertainments please note that:
 - Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
 - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
 - Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
 - Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
 - Live music: no licence permission is required for:
 - a performance of unamplified live music between 08.00 and
 23.00 on any day, on any premises.
 - a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
 - a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.

- Recorded Music: no licence permission is required for:
 - any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.
- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
 - any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
 - any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
 - any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
 - any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.
- 3. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
- 4. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
- 5. For example (but not exclusively), where the activity will occur on additional days during the summer months.
- 6. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
- 7. Please give timings in 24 hour clock (e.g. 16.00) and only give details for the days of the week when you intend the premises to be used for the activity.
- 8. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to

- consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
- 9. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.
- 10. Please list here steps you will take to promote all four licensing objectives together.
- 11. The application form must be signed.
- 12. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
- 13. Where there is more than one applicant, each of the applicants or their respective agent must sign the application form.
- 14. This is the address which we shall use to correspond with you about this application.
- 15. Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:
- A licence may not be issued to an individual or an individual in a partnership which is not a limited liability partnership who is resident in the UK who:
 - does not have the right to live and work in the UK; or
 - is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have the right to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

They do this in one of two ways:

- by providing with this application, copies or scanned copies of the documents which an applicant has provided, to demonstrate their entitlement to work in the UK (which do not need to be certified) as per information published on gov.uk and in guidance.
- 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

Home Office online right to work checking service.

As an alternative to providing a copy of original documents, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their share code (provided to them upon accessing the service at https://www.gov.uk/prove-right-to-work) which, along with the applicant's date of birth, will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be shared digitally. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copies of documents as set out above.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

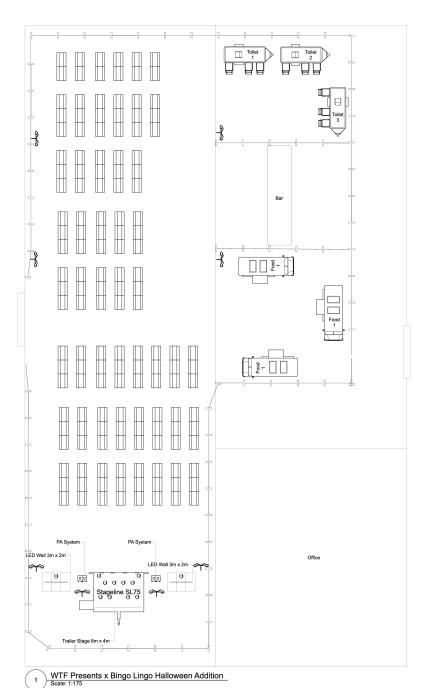
Data Protection: Wiltshire Council will use this information for the purposes of The Licensing Act 2003 and related purposes. Any member of the public may examine the application form on request. Further information can be found at http://www.wiltshire.gov.uk/community-safety-privacy-notice

You are providing your information to Wiltshire Council, contact details publicprotectionnorth@wiltshire.gov.uk. The Council's Data Protection Officer can be contacted via InformationGovernance@wiltshire.gov.uk

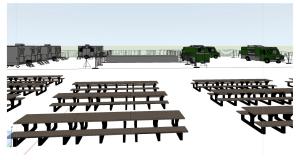
Your information is collected for the purpose of processing your licence application as required to fulfil the council's duties under the legislation, statutory or contractual requirement or obligation.

Legislation Context

Licensing Act 2003 for the processing of licensing applications and the prevention of fraud. The information may be shared with police, fire service and teams within Wiltshire Council, as statutory consultees, the Home Office to ascertain the right to work and HM Revenue and Customs, at their request, to identify potential fraud.



















DESIGNED BY NM	\top							
Nico Menghini								
CHECKED BY	ACT			Diana Liana	Hallamana	۰		
APPROVED BY		WTF Presents - Bingo Lingo Halloween Addition						
OTHER APPROVALS	A0	CAGE COS	Œ	DRAWING NUMBER	1		REV b	
WTF Presets Bingo Lin	go .vwx scale	1:120	EST	wgr	SHEETSheet 10F	1	—ახ	

Appendix

Melksham

Sign Placement Study

About the Sign Placement Study for Melksham

In June 2012 Wiltshire Council was awarded funding by the Department for Transport through the Local Sustainable Transport Fund (LSTF). The LSTF project has three main elements focusing on improving rail services, making interchange more easy, and implementing smarter choice measures to encourage people to travel by more sustainable modes.

As part of their commitment to the LSTF, Wiltshire Council commissioned Atkins to develop a wayfinding strategy to support and improve the legibility of walking and cycling in several towns and villages in the county.

Atkins has developed an Outline Wayfinding Strategy to improve wayfinding.

This appendix presents the Melksham Sign Placement Study. This documents clear recommendations for enhancing walking and cycling information in Melksham with new and udpated signage, based on the overarching wayfinding strategy.

Contents

This appendix presents a Sign Placement Guide for Melksham. Clear recommendations are made for improving wayfinding for pedestrians and cyclists, with the following included in this appendix:

- An overview map showing proposed high level sign placements.
- A location-by-location sign schedule highlighting specific recommendations and rationale for each proposed location
- A table outlining indicative costs for procuring new signage products.
- Maps of proposed signposting content to be considered when compiling a full sign content schedule in a future detailed design stage.

Aims and objectives

The aim of this project is to develop a wayfinding strategy to support and improve the legibility of walking and cycling in several towns and villages in Wiltshire. To achieve this we are undertaking the following phases of work:

- Data Review and Outline Strategy Development
- Chippenham Pilot Sign Placement Study
- Phase 1 Towns Sign Placement Study, including Melksham
- Phase 2 Towns Sign Placement Study
- Phase 3 Towns Sign Placement Study

An outline strategy has been developed, which has been applied at Melksham in this appendix.

- The outline strategy appraises the types and styles of signs already used in each selected town in Wiltshire.
- The outline strategy identifies key types of destinations to support with signing. This typology is applied to Melksham in this appendix.
- The outline strategy recommends the types of routes and locations to support with signs, and the types of signage which could be used. This is tailored to Melksham in this appendix to identify which routes and locations in Melksham should be supported with signs, and the types of signage which should be used at each location.
- This appendix recommends whether existing signage at proposed locations should be kept, replaced or added to.
- The outline strategy suggests costs estimates for new wayfinding products. This appendix details cost estimates associated with new wayfinding products in Melksham.

Overview of strategy

A successful wayfinding strategy has to consider the needs of a diverse range of users (i.e. workers, visitors, passers-by) and consider how they will interact with their surrounding environment.

We have identified a holistic approach consisting of a small number of guiding wayfinding principles to inform the development of the wayfinding strategy proposed for Wiltshire. This is based on national and international best practice and Atkins' experience in developing wayfinding strategies.

These principles will affect the sign design development, messaging schedule and map development, as well as the placement strategy for the new wayfinding sign family. They are general principles and apply to both walking and cycling.

Designed for people

Wayfinding systems should follow all users in their journeys and support them with clear and useful information when they most need it. Wayfinding needs start before journeys take place, when people require information to plan their trip to a given destination. During their journeys, users need to be reassured about their location on site and provided with directions to their destinations.

Informative

Wayfinding systems inform users not only about how to reach a given destination, but also about attractions available nearby, the character of the local area and what to expect from a walk or a cycle ride in town.

Coherent and consistent

For wayfinding systems to be successful, they need to present information in a cohesive and consistent manner. This can be achieved following simple recommendations:

- The planning of the system and sign placement should accompany users along recommended routes, with no interruptions.
- Place and street naming conventions should be consistent across all products, to avoid doubts and misunderstanding.
- A common branding identity for all products also makes it easier for users to recognise and supplement any information they need to complete their journey.

Intuitive

Wayfinding systems should be seamless and intuitive. It is paramount to avoid overloading users with information that can confuse their route planning.

Successful wayfinding systems provide just the right information at the right time, following the principle of "progressive disclosure". They also make sure the amount of signage is reduced to a minimum by decluttering the locations of proposed signage from unnecessary signs. This supports the legibility and effectiveness of the system.

Inclusive

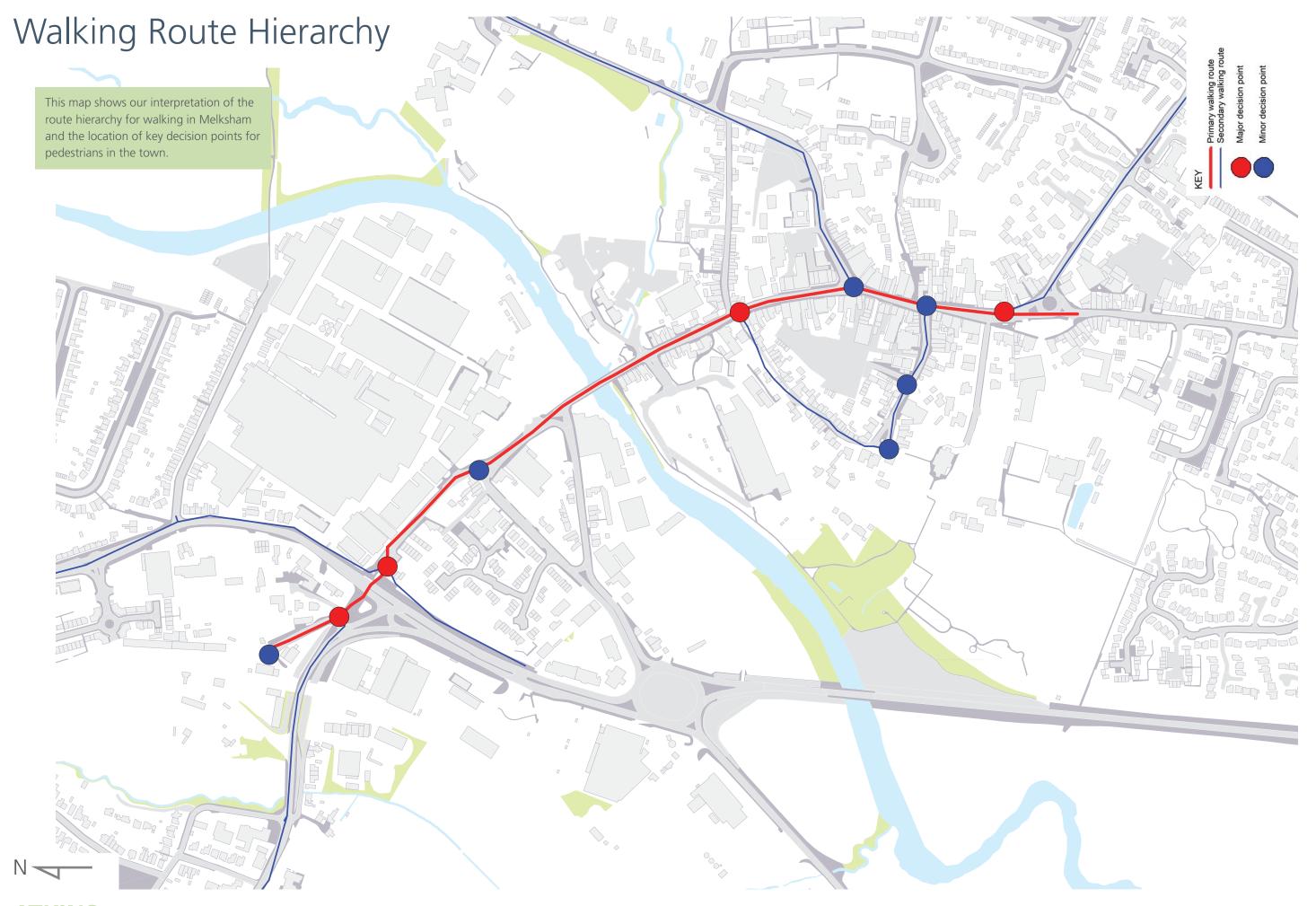
The wayfinding strategy for Wiltshire is developed around the user experience and follows a "human scale" at all stages of design and implementation. The needs of all users are taken into account while developing contents and all aspects of design, from graphics to product specifications and installations.

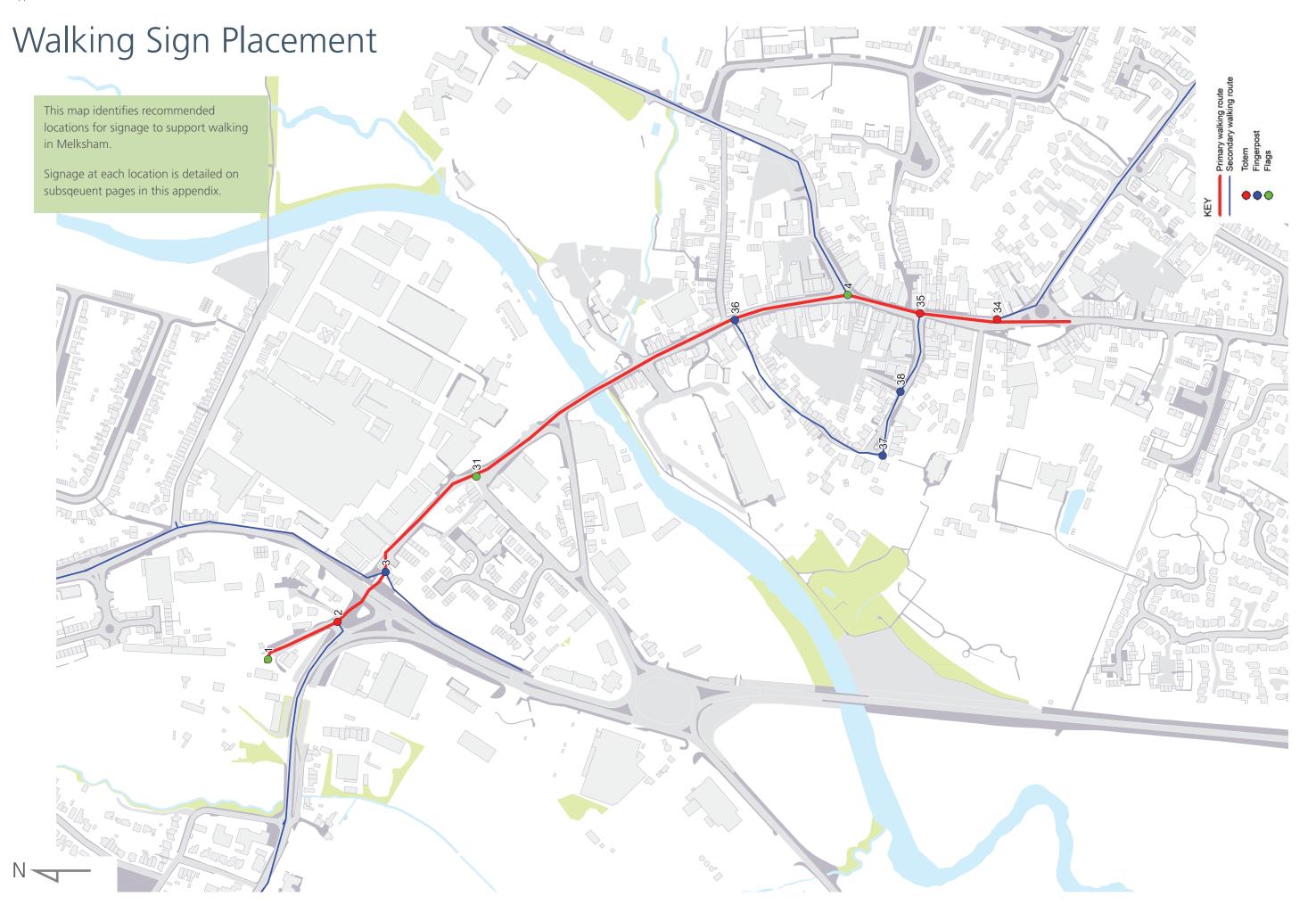
Sustainable

Walking and cycling wayfinding systems are by definition designed to support sustainable forms of travel. Wherever possible, the should also make use of fully recyclable materials with minimal whole life costs, such as steel, aluminium and toughened glass.









Walking Sign Product Details

Arrival / Interpretation Totem

Description: Large bespoke or off-the-shelf totem to provide extensive, map-based information to visitors and local residents. Key pedestrian wayfinding tool to be used at main arrival points (e.g. rail stations) or in the heart of busy areas, such as public squares or pedestrianised high streets. Recommendations for sign content includes:

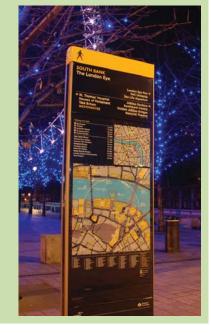
- Local area map to show primary, secondary and tertiary assets, including primary and secondary destinations, transport information, retail, accessibility detail (i.e. footways, road crossings facilities, steps, ramps and lifts), green spaces and walking routes.
- Context or wider area map providing information on longer walking routes and destinations further away. The maps should include walking time tools to encourage walking over other modes of transport.
- A street index, a destination finder and interpretative and/or historical information about the town.
 Signposting to primary destinations, in a similar manner to traditional fingerposts.

Typical size: 2500mm high x 700mm wide x 120mm deep

Materials: typically steel frame with enamelled panels or vinyl prints behind glass panels for ease of updates.

Costs (approximate): product £4,500; installation £800; additional design work £1,000; Total £6,300 per product. Assumes off-the-shelf product using existing cartography with minimal additional design work.





Navigation Totem

Description: Slim bespoke or off-the-shelf totem. Sign product and content similar to the larger totems but with a smaller product footprint for more convenient placement. This would typically result in a smaller local area map and reduced space for interpretative information.

This is the key walking wayfinding tools to be used along primary walking routes and decision points as it provides information that is normally included in a typical fingerpost, but much more in the form of a local and context map. It provides more comprehensive journey planning information which has significant advantages for supporting complex routes or where accessibility is a concern.

Typical size: 2700mm high x 450mm wide x 120mm deep

Materials: typically steel frame with enamelled panels or vinyl prints behind glass panels for ease of updates.

Costs (approximate): product £3,500; installation £800; additional design work £700; Total £5,000 per product. Assumes off-the-shelf product using existing cartography with minimal additional design work.





Fingerpost

Description: Bespoke or off-the-shelf fingerpost product. The fingers signpost along the walking routes to key local and wider destinations. To be used between totems to assist with decisions at simple junctions where a change of direction or route confirmation is required. The product used in Melksham is of a high quality design and material and in line with other street furniture. This particular product could be retained and used for new locations which require additional support or for updates to existing non-matching fingerposts.

Typical size: 3,000mm high (post) x 800 - 1,000mm long (finger slats)

Materials: typically steel or aluminium core posts with polyurethane or steel finger slats.

Costs (approximate): product £1,500; installation £500; Total £2,000 per product. Assumes off-the-shelf product with minimal additional design work.

Flags / Finger slats

Description: Bespoke, DfT recommended or off-the-shelf finger slat product. Finger slats to be mounted primarily onto existing posts or permanent surfaces when a standalone fingerpost may create excessive clutter or not be strictly necessary.

In the town centre, where high quality street furniture is located, the finger slats should be the same as those used for the pedestrian fingerposts. In outer areas and parks, standard DfT flags showing the walking man should be used instead. Whenever possible, typically on shared use routes, this should be integrated with cycle signage by selecting the appropriate destinations and including a walking man on cycle signs.

Typical size: approx. 800mm long x 150 - 300mm high depending on content displayed. Mounted with minimum head clearance of 2,100mm.

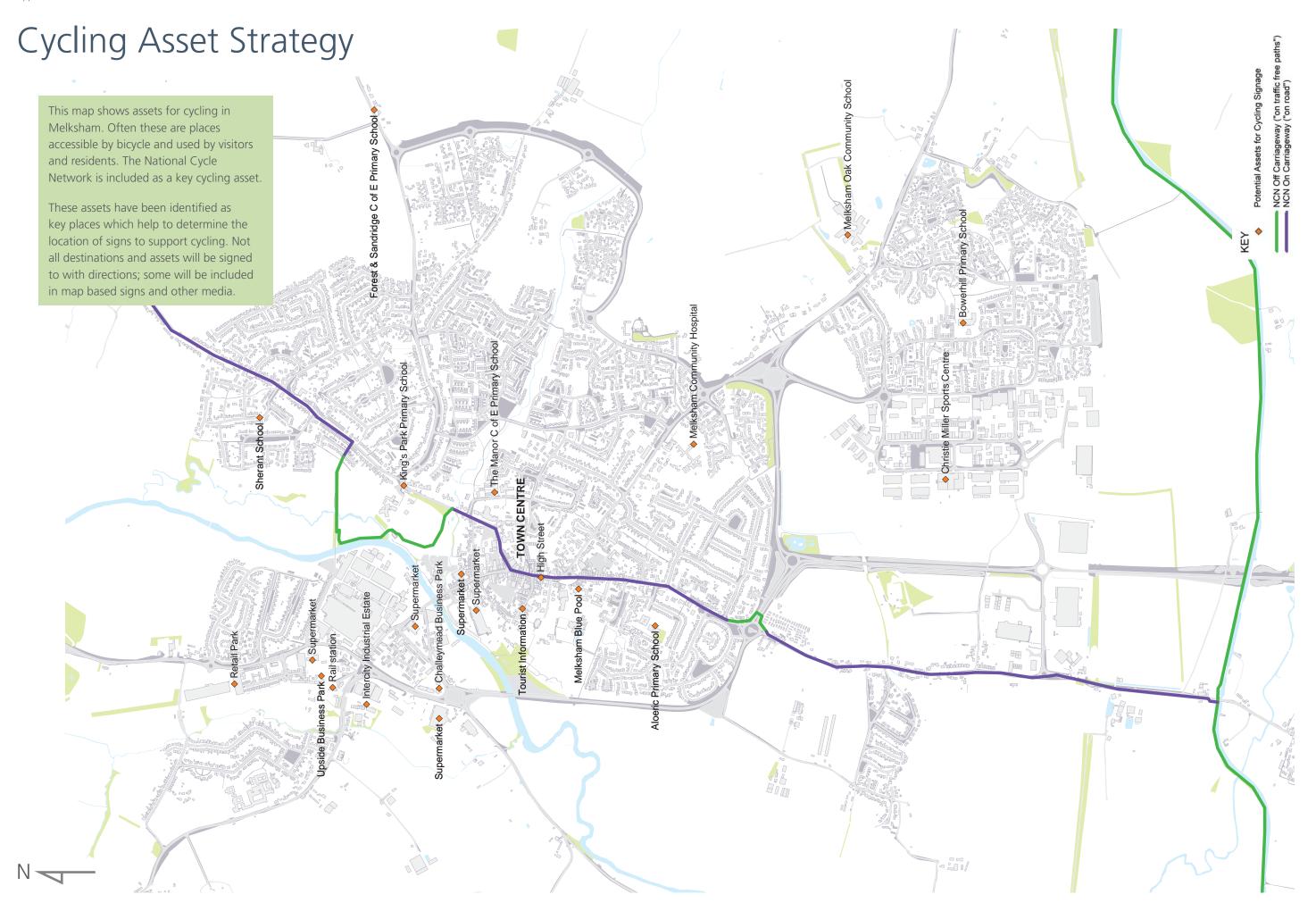
Materials: typically steel or aluminium frame and panel with painted or powder-coated content. DfT signs are typically 3mm aluminium panels with reflective finish. Must be attached using tapped screws or similar to prevent rotation.

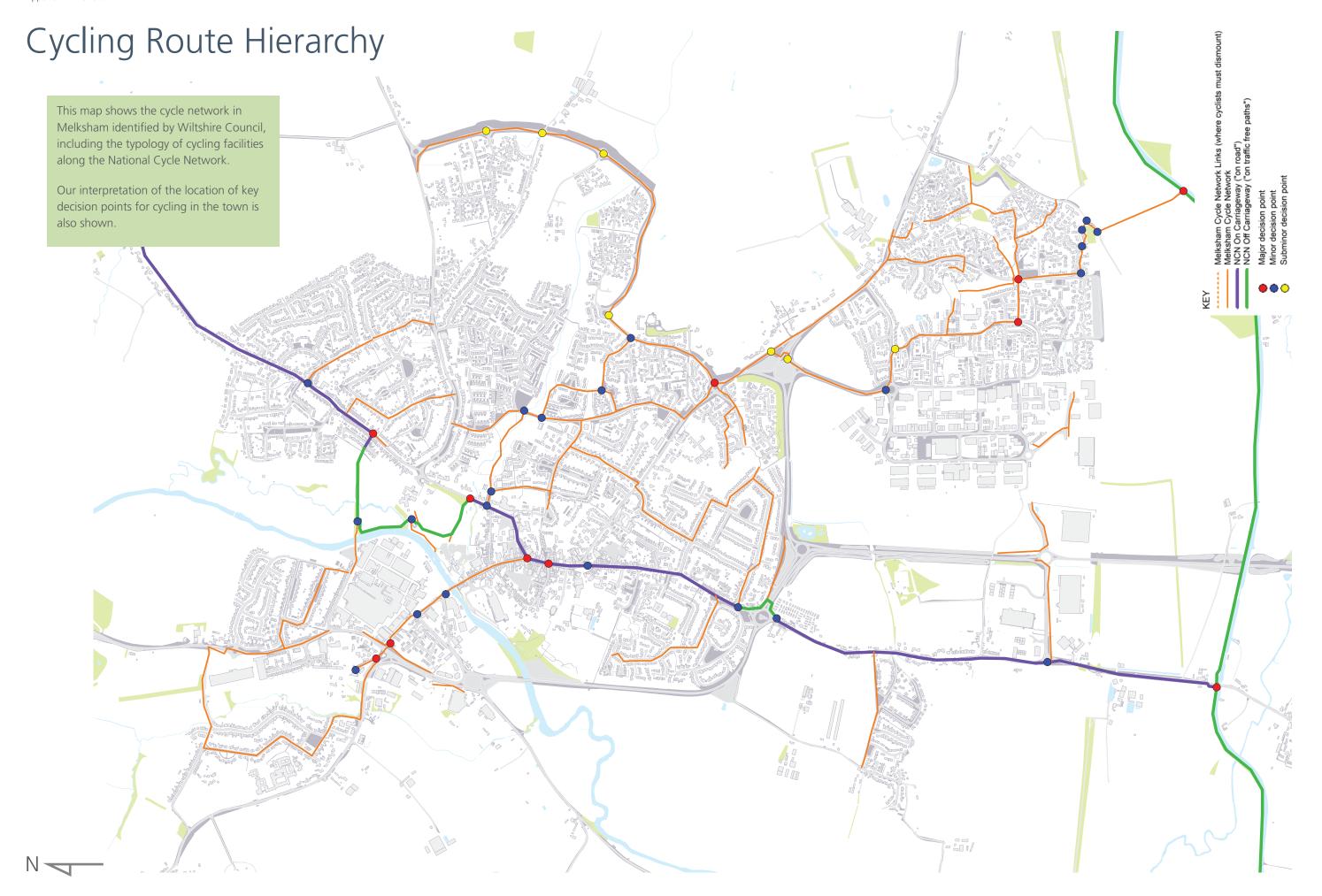
Costs (approximate): product £100; installation £150; Total £250 per product. Assumes off-the-shelf product with minimal additional design work. Cost will likely be less for DfT style direction flags.

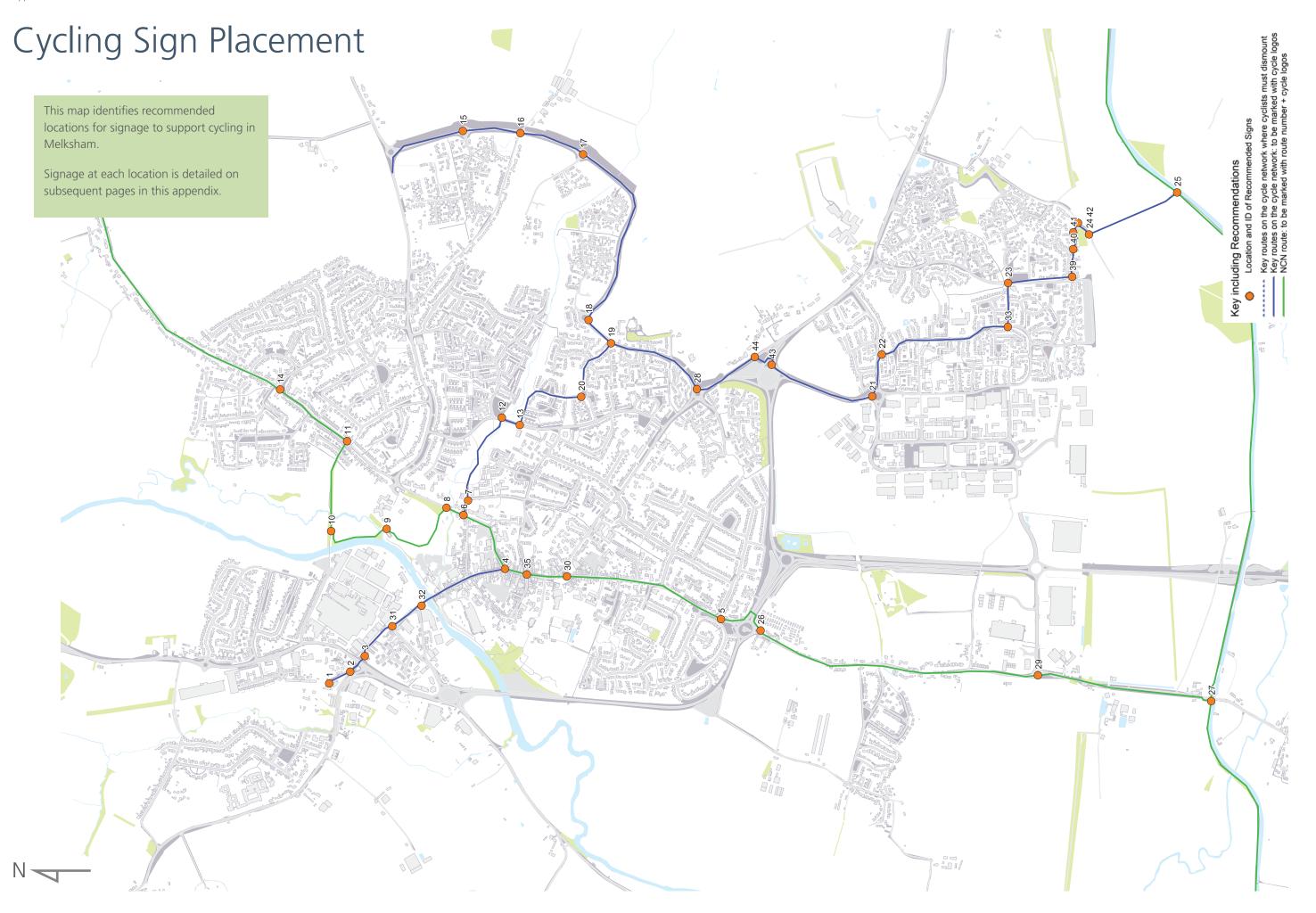


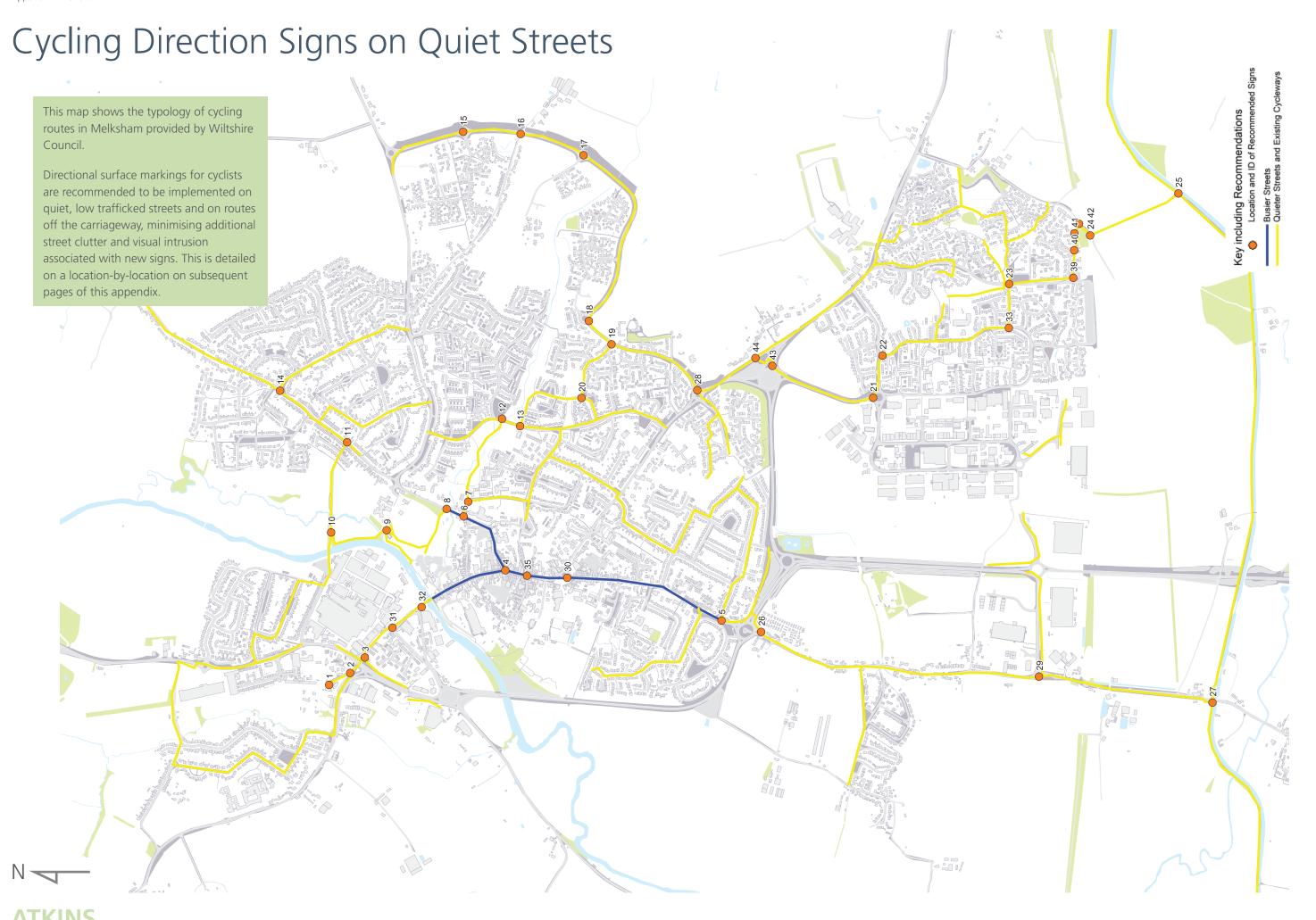












Cycling Sign Product Details

Fingerpost

Description: Fingerposts based on the NCN products, i.e. DfT blue flags mounted on white posts. Bespoke designs also possible, based on the existing NCN signs.

High quality fingerposts located at major decision points in parks and along shared use routes, mostly away from highways. The signs are used to provide directional information including cycle times and indicate the presence of cycling routes in the area. They can be integrated with pedestrian information, or as a minimum include the walking man pictogram on shared use routes.

Each flag would typically include a maximum of three lines of text, to ensure legibility.

In addition to cycle routes, signs could direct to "Town Centre" or neighbouring towns from outer areas, or to specific destinations within the town centre, e.g. High Street. Cycle times are recommended.

Finials should be included at the top of each post to denote the NCN route, where applicable.

Typical size: 3,300mm high post x 800 -1,000mm long finger slats depending on content.

Materials: steel post and steel / aluminium flag panels with anti-rotation fixing.

Costs (approximate): product £1,500; installation £500; Total £2,000 per product. Assumes off-the-shelf product with minimal additional design work.



Flags

Description: Post-mounted directional flags e.g. TSRGD diagrams 2601 and 2602 or similar, variants with cycle times in place of distances.

Directional flags to be used at intersections where advance warning for cyclists and motorists is required, e.g. main roads. Flags can be mounted on existing sign posts or permanent furniture to avoid the need for a new fingerpost, but in some instances may require a new post.

Signs would typically direct to "Town Centre" from outer areas and to specific destinations within the town centre, e.g. High Street. The railway pictogram should be used when directing to the station. Flags located in outer areas could include cycle times to encourage cycling to the town centre (TBD).

Typical size: minimum approx. 300mm x 150mm but dependant on content. Min. mounting height of 2,300mm.

Materials: typically 3mm aluminium panels with reflective finish. Flags should be secured using antirotation fixings.

Costs (approximate): product £100 (flag only) or £200 (with new post); installation £150; Total approx. £250 per product. Assumes off-the-shelf product.



Bollards

Description: Existing or new bollards with directional information and/or route information (TBD) applied to surface.

Bollards providing directional information to be used in place of fingerpost, where space is limited or in environmentally sensitive areas to keep in-line with the landscaping whilst providing useful information to cyclists. This should be a bespoke design based on the NCN bollards and NCN temporary signage.

Alternatively, it could make use of small directional flags (e.g. 2602) although this is not the preferred option. As a minimum this should include the cycle logo and an arrow on a blue background, but could also show the NCN route number in red and/or a brief destination name, e.g. "Town Centre" or "Town".

Typical size: bollard size TBD. Sign display area approx. 300mm high x 150mm wide, and positioned approx. 500 -1,500mm above floor level.

Material: typically 3mm aluminium panel or similar mounted onto new or existing bollard.

Costs (approximate): product £30 - £200 depending on bollard design; installation £250; Total approx. £365 per product. Assumes off-the-shelf product.

Cycle Logo

Description: Permanent road marking showing the cycle logo. TSRGD cycle symbol 1057 or similar.

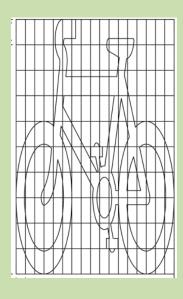
Surface marking to be used along selected cycle routes across the town. This is a key wayfinding tool to provide route confirmation along routes and at sub-minor decision points without the need for additional flag or finger post-type signage.

Typically painted along the left hand edge of the carriageway, the logo is visible to all road users and can also serve to highlight the presence of cyclists to motorists. Also, it replaces less discreet vertical signage for route confirmation.

Typical size: 1215mm x 750mm

Material: white road markings (thermoplastic, cold plastic, preformed material or paint depending on local conditions).

Costs (approximate): product £30; installation £500 / day (number of signs painted per day TBD).



Directional Cycle Logo

Description: Road marking showing the cycle logo and a small arrow indicating the direction along the cycle route. TSRGD cycle logo 1057 + Arrow 1059 or similar.

To be used at intersections of routes marked with the cycle logo to provide continuity. They are a key wayfinding tool to provide directions at minor decision points. Along the NCN, this could include the route number (e.g. 403) below the cycle logo. The exact design of the markings to be defined at detailed design and implementation stage.

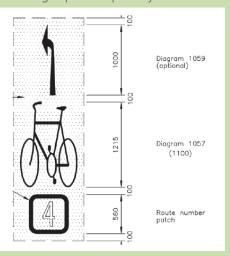
The sign could include text such as "Town" to indicate direction to the town centre from the outer areas without the use of additional signage, especially for signs located on private land and environmentally sensitive areas.

Note: TSRGD regulations state that any directional cycle markings on highways should be accompanied by vertical flag signage. Several cycling wayfinding systems such as schemes in London, Devon and Cornwall do not use vertical flags, where such signs are associated with street clutter and visual intrusion. The use of the directional cycle markings without vertical flags on highways requires DfT approval. We suggest that this approach be taken.

Typical size: see below for indicative dimensions.

Materials: white road markings (thermoplastic, cold plastic, preformed material or paint depending on local conditions).

Costs (approximate): product £45; installation £500 / day (number of signs painted per day to be determined).



Cost Estimates

Introduction

The following is an indicative cost estimate for the signs recommended in this appendix.

Sign Type	Indicative cost per item, including installation	Total Items	Indicative total cost, including installation
Bollard	£365	TBC	£TBC
Flag	£250	TBC	£TBC
Fingerpost	£2,000	TBC	£TBC
Road Sign	£TBC	TBC	£TBC
Surface Markings (Cycle logos with direction markings	£30	TBC	£TBC
Surface Markings (Cycle logos on key routes on cycle network)	£TBC	TBC	£TBC
Arrival Interpretation Totem	£5,300	TBC	£TBC
Navigation Totem	£4,300	TBC	£TBC

The values in the table do not include:

- Additional design work
- Economies of scale
- Costs for surface markings which are recommended as part of the wayfinding strategy to identify the cycle network
- Costs for updating existing motorised vehicular road signs with integrated cycle direction information.

The values in the table require review by Wiltshire Council to confirm supplier costs for product manufacture and installation.

The total cost will be reduced by economies of scale which can be identified in collaboration between Atkins and Wiltshire Council.



			Decision		Decision	•			
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
1	Both	Primary	Minor	Primary	Minor	1 Flag	Arrival point at railway station	Retain existing sign	Existing signage currently sufficient







Proposed sign location - existing conditions







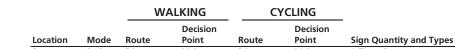
Map of proposed sign location

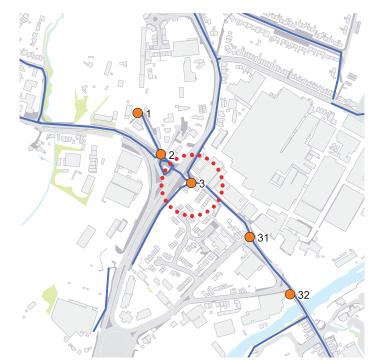
		WALKING		WALKING CYCLING		_			
			Decision		Decision	-			
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
2	Both	Primary	Major	Primary	Major	1 Flag 1 Totem	Arrival point at railway station, supports route to town centre	Replace existing pedestrian sign	Arrival totem by station info board, Flag to town centre (pedestrian and cyclist)



Proposed sign location - existing conditions











Supports route to town centre and railway



Fingerpost directing to station, town centre, and possibly

Map of proposed sign location

Proposed sign location - existing conditions

32	
36	
37 38 35	

Map of proposed sign location

		WALKING		WALKING CYCLING		_			
			Decision		Decision	_			
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
4	Both	Primary	Minor	Primary	Major	3 Flag	Supports route to town centre and station, and	No existing cycling/pedestrian	Flag to station, Flags from each direction for NCN
							continuation of NCN	signage	







Proposed sign location - existing conditions











Map of proposed sign location

Proposed sign location - existing conditions

9
32
36
38
34

Map of proposed sign location

		WALKING		WALKING CYCLING		_				
			Decision		Decision	_				
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments	
6	Cycling			Primary	Minor	1 Flag	Supports route to town centre an	nd railway		
							station			

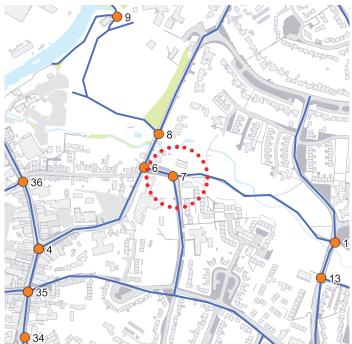






Proposed sign location - existing conditions











Map of proposed sign location

Proposed sign location - existing conditions

	88	The second of th
36	6 7	
38		

Map of proposed sign location

		WALKING		WALKING CYCLIN		_			
			Decision		Decision				
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
8	Cycling			Primary	Major	2 Surface Marking 2 Flag	Supports NCN route to/from town centre	Remove stickers, replace flags	Surface markings in park for town centre and confirming NCN, flags out on road for town centre and confirming



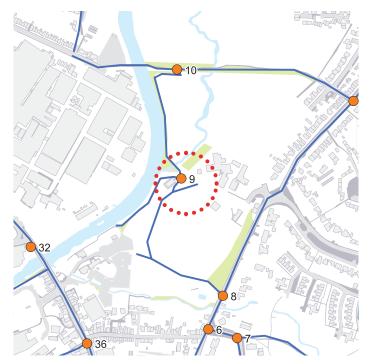




Proposed sign location - existing conditions



ocation	Mode	Route	Decision Point	Route	Decision Point	Sign Quantity and Types	Rationale	Decluttering	Comments
	Cycling			Primary	Minor	2 Surface Marking 1 Flag	Supports NCN route to/from town centre	Remove stickers and NCN flag	Surface markings at fork in path and t-junction, flag to town centre









Map of proposed sign location

Proposed sign location - existing conditions

THAT HAVE TO SEE THE S		
	10	
	9 0	

Map of proposed sign location

		WALKING		C'	YCLING	_			
			Decision		Decision				
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
10	Cycling			Primary	Minor	2 Surface Marking	Supports NCN route to/from town centre and	Retain fingerpost, remove flag and	Fingerpost directing to Melksham town centre and other
						1 Finger Post	wider Wiltshire routes	sticker	locations on NCN, surface markings confirming

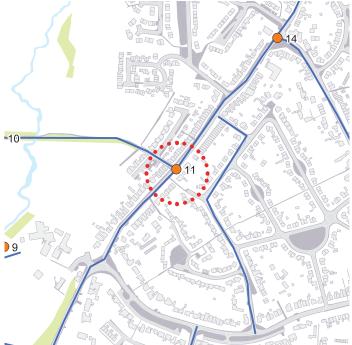






Proposed sign location - existing conditions











Map of proposed sign location

Proposed sign location - existing conditions

Map of proposed sign location

		W	ALKING	CYCLING					
Location	Mode	Route	Decision Point	Route	Decision Point	Sign Quantity and Types	Rationale	Decluttering	Comments
12	Cycling			Primary	Minor	1 Surface Marking 1 Bollard	Confirm route to town centre	Replace cycle track signs with bollard. Surface markings to repla	Investigate improving crossing facility for cyclists ce







Proposed sign location - existing conditions



Map of proposed sign location

	WALKING	CYCLING
	 Decision	 Decision

D.			Decision		Decision			
	Mode	Route	Point	Route	Point	Sign Quantity and Types		
	Cycling			Primary	Minor	1 Surface Marking		
						4 = 11 1		

Confirm route to town centre

Investigate improving crossing facility for cyclists

Replace cycle track signs with bollard. Surface markings to replace







Sign Quantity and Types



Proposed sign location - existing conditions

Location 14



Map of proposed sign location

		W	ALKING	_	CYCLING
			Decision		Decisio
 	_			_	

ocation	Mode	Route	Decision Point	Route	Decision Point
4	Cycling	•		Primary	Minor

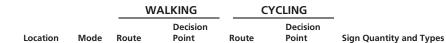
Flag confirming continuation of NCN, flag to town centre

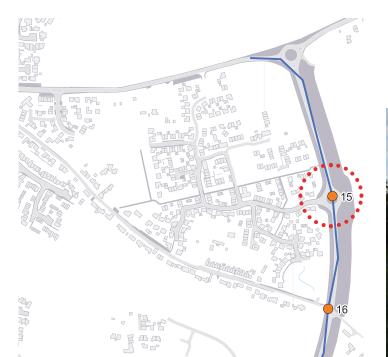
















Confirm route to town centre across small



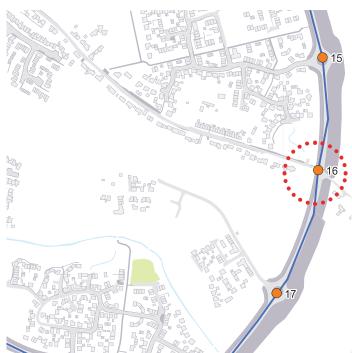
SM to reduce confusion and direct correctly

Too much clutter - end of route

signs followed quickly by shared use

Map of proposed sign location

Proposed sign location - existing conditions



			UII.N	200
Map of p	ropose	ed sign	location	

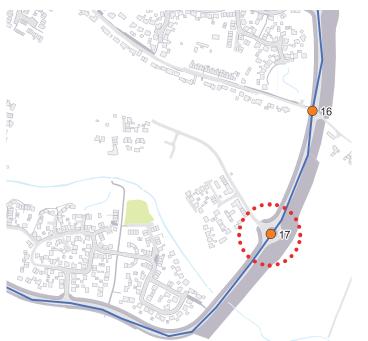
				'CLING	_					
Location	Mode	Route	Decision Point	Route	Decision Point	Sign Quantity and Types	Rationale	Decluttering	Comments	
16	Cycling			Primary	Sub Minor	1 Surface Marking	Confirm route to town centre			







Proposed sign location - existing conditions



M	ар	ot	proposed	sign	location
---	----	----	----------	------	----------

WALKING	CYCLING
Decision	Decisio

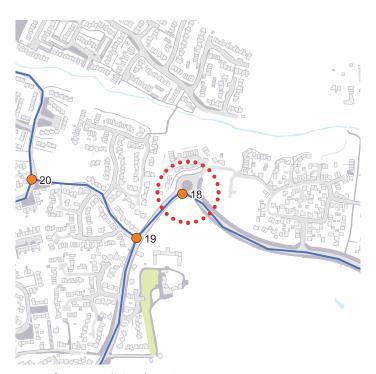
Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale
Cycling			Primary	Sub Minor	1 Surface Marking	Confirm route to town centre across small
						iunction



Proposed sign location - existing conditions



Too much clutter - end of route signs followed immediately by shared use



Map of proposed sign location

		WALKING		C\	CLING	_				
			Decision		Decision					
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments	
18	Cvclina			Primary	Sub Minor	1 Surface Marking	Confirm route to town centre via	road crossing		



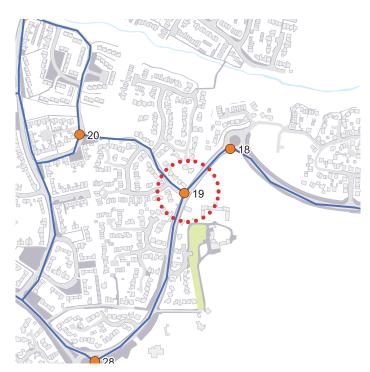


















Map of proposed sign location

Proposed sign location - existing conditions

13
20

Map of proposed sign location

		W	ALKING	KING CYCLING		_			
			Decision		Decision				
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
20	Cycling			Primary	Minor	1 Surface Marking	Confirm route to town centre	Consolidate existing NCN sign v	<i>i</i> ith
						1 Flag		new flag and replace 'rejoin	
								carriageway' sign with SM	

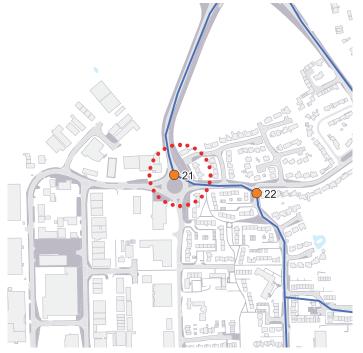






Proposed sign location - existing conditions













Proposed sign location - existing conditions

		~
	and different property of	•
	The state of	
24		
		The share of

Map of proposed sign location

		WA	LKING	CYCLING		_				
			Decision		Decision					
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments	
22	Cycling			Primary	Sub-Minor	2 Flag	Confirm route to town centre and NCN	Removing existing contridi	ctory NCN	
								Flans		







Proposed sign location - existing conditions











Map of proposed sign location

Proposed sign location - existing conditions



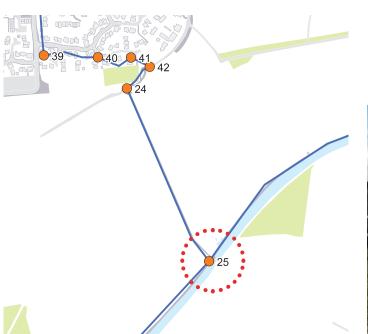
		WA	LKING	CY	CLING				
			Decision		Decision				
ocation	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
24	Cycling			Primary	Minor	1 Surface Marking 1 Bollard	Supports route to town centre from NCN		Bollard to NCN and SM to Town centre. Current wooden fingerpost covered by foilage







Proposed sign location - existing conditions



		w	ALKING	C	YCLING
Location	Mode	Route	Decision Point	Route	Decision Point







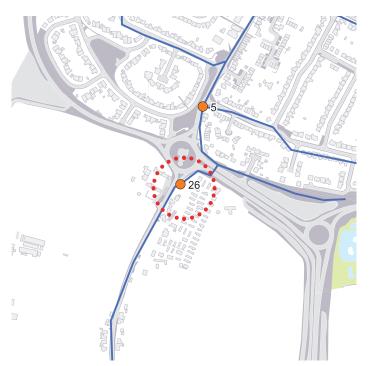
Replace existing wooden fingerpost Wooden fingerpost does not currently sign to Melksham

Decluttering

Proposed sign location - existing conditions

Location 26

Map of proposed sign location



Map of proposed sign location

		W/	ALKING	CYCLING		CYCLING					
			Decision		Decision						
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments		
26	Cycling			Primary	Minor	1 Surface Marking	Supports NCN route to/from town centre	Retain bollard and surface marking,	Surface marking to town, flag confirming NCN		
						1 Flag		remove sticker			



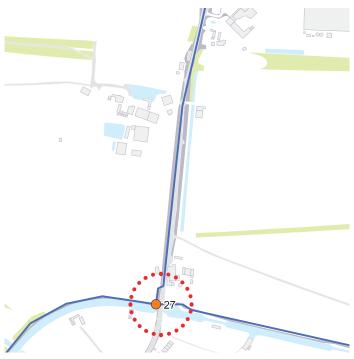




Proposed sign location - existing conditions













Map of proposed sign location

Proposed sign location - existing conditions

28
44

Map of proposed sign location

		W	ALKING	CY	'CLING	_				
1	NA . d .	Donato	Decision	Donato	Decision	Sino Occasion and Torres	Participals.	De destrodo o	Comments	
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments	
28	Cycling			Primary	Major	1 Surface Marking	Supports off-road route to tov	vn centre No existing cycle direct	ional signage Surface marking placed on share path	







Proposed sign location - existing conditions











Map of proposed sign location

Proposed sign location - existing conditions

	1
37	2
35	
30	
	9 1700

Map of proposed sign location

			W	WALKING CYCLIN		YCLING	_			
				Decision		Decision	_			
Lo	cation	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
30)	Cycling			Primary	Minor	2 Flag	Supports NCN route to/from town ce	ntre Remove stickers	Flag to town centre, flag to confirm continuation of NCN

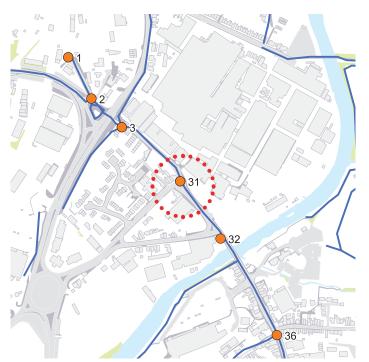






Proposed sign location - existing conditions









Proposed sign location - existing conditions





31
32

Map of proposed sign location

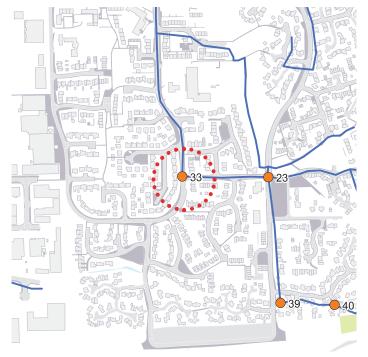
		WALKING		CYCLING		_			
		Decision		Decision					
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
32	Cycling			Primary	Minor	2 Surface Marking	Route confirmation for station and town centre	Retain existing shared use signage	Surface markings to town centre and station in existing cycle lane

















Proposed sign location - existing conditions

7
36
4
37
38
35
34
34
30 0 0 0 0 0 0
11/12 1 m 29 1 m 1 m 1 m 1 m 1 m 1 m 1 m 1 m 1 m 1

Map of proposed sign location

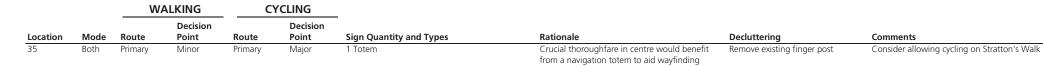
		WALKING CYCLING		_						
			Decision		Decision	_				
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments	
34	Walking	Primary	Major			1 Totem	Arrival point from main bus stop	Consolidate existing finger po	Consolidate existing finger post and Arrival totem in market place for arrivals by bus and	
								signage into arrival totem	nedestrians using thoroughfare	

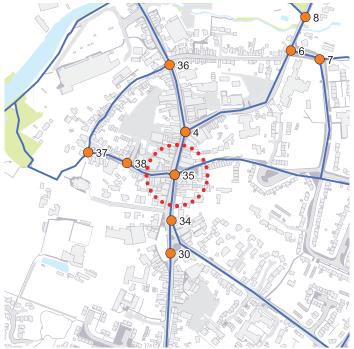






Proposed sign location - existing conditions



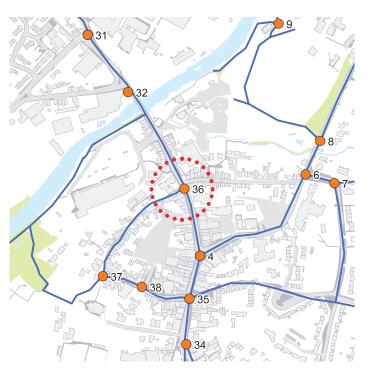






Proposed sign location - existing conditions





Map of proposed sign location

		WALKING CYCLING		CLING					
			Decision		Decision				
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
36	Walking	Primary	Major			1 Finger Post	Supports pedestrian route to tourist office and other services/attractions	Retain existing fingerpost	When fingerpost is eventually replaced, should be DDA compliant



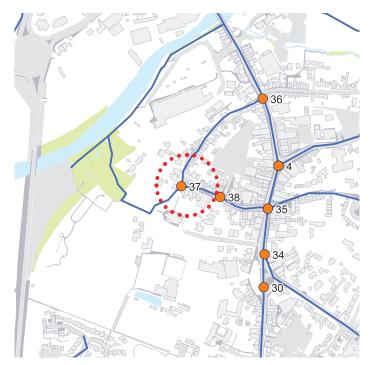








			Decision		Decision				
_ocation	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comme
37	Walking	Secondary	Minor			1 Finger Post	Confirm route to train station, town centre and	No existing signage	







tourist information



Map of proposed sign location

Proposed sign location - existing conditions

6
36
38 35

Map of proposed sign location

	WA	LKING	C.	YCLING				
		Decision		Decision	_			
Location	Mode Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
38	Walking Secondary	Minor			1 Finger Post	Confirm route to town centre and tourist	Replace existing flags on lamp post	i

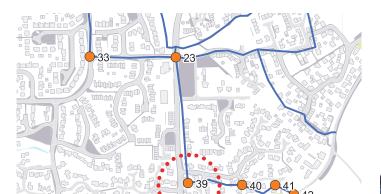






Proposed sign location - existing conditions











Map of proposed sign location

Proposed sign location - existing conditions

33	23	Par Harris		
				•
	39	40 041 4	2	

Map	of	proposed	sign	location

		WALKING		C	YCLING	_				
			Decision		Decision					
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments	
40	Cycling			Primary	Minor	1 Surface Marking	Supports quiet route to town centre	Remove existing flags on I	amp post	







Proposed sign location - existing conditions



			Decision		Decision				
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
41	Cvclina			Primary	Minor	1 Surface Marking	Supports guiet route to town centre	Remove existing flags on lamp post	









Map of proposed sign location

Proposed sign location - existing conditions

me of the spine of
33
39 40 41
. 24

Map of proposed sign location

		WALKING		CYCLING					
			Decision		Decision				
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
42	Cycling			Primary	Minor	1 Surface Marking 1 Bollard	Bollard to NCN and surface marking to town centre	Replace existing wooden fingerpost.	Wooden fingerpost does not currently sign to Melksham town centre.





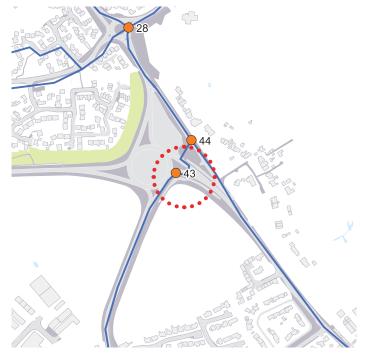


Proposed sign location - existing conditions

WALKING CYCLING

Decision Decision

	Decision		Decision	Decision				
Location	Mode Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
43	Cycling		Primary	Sub-Minor	1 Flag	Route confirmation	No existing cyle signage	









Map of proposed sign location

Proposed sign location - existing conditions

		WALKING		CYCLING		_			
			Decision	·	Decision				
Location	Mode	Route	Point	Route	Point	Sign Quantity and Types	Rationale	Decluttering	Comments
44	Cycling			Primary	Sub-Minor	1 Surface Marking	Route confirmation	No existing cyle signage	Retain existing 'Beware of Vehicles, Look Both Ways Sign'











Proposed sign location - existing conditions



Wiltshire Walking & Cycling Wayfinding

Work carried out by Parish Steward in September Visit

Lowbourne

Cut back brambles encroaching on to pavement from railings

Queensway Clackersbrook bridge

Face back hedge encroaching on to pavement from behind railings

These two jobs were carried out in August

Weavers crofts

Weed spray kerb lines and pavement

Dunch Lane

Make safe temporary safety barrier

Coronation road

Remove graffiti from comms boxes ×2

Bath Road underpass

This was Weed sprayed in August

Side out pavement and clear

Cut back vegetation and prune shrubs in the middle of the underpass

Litter pick centre area and pavement

A350 Western Way linden Grove crossing

Side out and clear pavement

Clear vegetation from verge and under railings for visibility

Litter pick