



2026

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MELKSHAM TOWN COUNCIL



Full Council Agenda Extraordinary Meeting

Monday 27th April 2026



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

01225 704187
towncouncil@melksham-tc.gov.uk

www.melksham-tc.gov.uk

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MELKSHAM TOWN COUNCIL

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

CEO Miss Hayley Bell, Assoc CIPD, CertHE, FSLCC

01225 704187

towncouncil@melksham-tc.gov.uk

Tuesday 21 April 2026

Dear Councillors S Rabey (Town Mayor), J Westbrook (Deputy Town Mayor), P Alford, P Aves, E Calland, R Cleary, J Crossley, M Drewett, G Elson, A Griffin, J Oatley, T Price, C Stokes, A Westbrook, A Whitlock.

You are summoned in accordance with the Local Government Act (LGA) 1972, Sch 12, paras 10 (2)(b) to an extraordinary meeting of the Full Council of Melksham Town Council for the transaction of the business shown on the agenda below.

Monday 27th April **2026**, to be held at **18.00** in the Council Chamber, Melksham Town Hall, Market Place, Melksham, SN12 7ES.

The quorum for Full Council is 8.

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/2ye86tyx>. 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

Full Council Terms of Reference

1. **Membership:** All 15 elected members of the Town Council.

The following matters shall be reserved for decision by Full Council, but the appropriate Committee(s) may make recommendation for the Council's consideration:

- 1.1 The Precept demand
- 1.2 Borrowing money
- 1.3 Making, amending or revoking Standing Orders, Financial Regulations, Duties and Powers of Proper Officer provisions
- 1.4 Making, amending or revoking by-laws
- 1.5 Making of Orders under Statutory Powers
- 1.6 Matters of principle or policy
- 1.7 Addressing recommendations in any report from the Internal and External Auditors
- 1.8 Nomination of members of all proper and sub committees
- 1.9 New powers or duties
- 1.10 Prosecution or defence in a Court of Law
- 1.11 Nomination or appointment of representatives of the Council to any enquiry on matters affecting the town
- 1.12 To receive and adopt the Annual Accounts
- 1.13 To receive and sign off the Annual Internal & External Audit and Return
- 1.14 To receive reports referred to the Town Council from the various Committees/Sub-Committees
- 1.15 To set up Working Groups as necessary
- 1.16 To receive reports and consider recommendations from Working Groups set up by Full Council
- 1.17 To appoint representatives on outside bodies or joint bodies
- 1.18 To confirm the appointment of the Town Mayor/Deputy Mayor
- 1.19 To confirm the schedule of meetings of the Town Council/Committees and Sub-Committees for the ensuing year
- 1.20 To receive petitions and deputations from members of the public or any organisations
- 1.21 Any other matters not delegated to a Committee or Sub-Committee or referred to the Council by Committees or Sub-Committees



Full Council

- | | |
|--|-----------------------------|
| <p>1. Apologies.</p> <p>To receive apologies for absences</p> <p>(Local Government Act, 1972 s.85)</p> | <p>18.00– 18.01</p> |
| <p>2. Declaration of interests.</p> <p>To declare an interest relating to the business of the meeting.</p> <p>(Melksham Town Council Code of Conduct)</p> | <p>18.01 – 18.02</p> |
| <p>3. Minutes</p> <p>To approve the minutes of the previous meeting 30 March 2026.</p> <p>(Local Government Act 1972, s. 12)</p> | <p>18.02 – 18.05</p> |
| <p>4. Public participation</p> <p>To allow public participation, 3 minutes per person, 20 minutes allocation.</p> <p>(Local Government Act 1972, s. 12)</p> | <p>18.05 – 18.25</p> |
| <p>5. Play Areas</p> <p>Council to consider community engagement feedback received from residents, assess the level of participation, and address any concerns or suggestions that have arisen.</p> <p>Council to make the decision on which four play areas to address in 2026/2027 and agree on the next steps for the project.</p> <p>Council to resolve to carry forward remaining 2025/2026 Play Area Budget into 2026/2027. Currently stands at £52271.42</p> | <p>18.25 – 20.00</p> |
| <p>6. Branding</p> <p>Council to consider adopting the town council branding to strengthen our community identity.</p> | <p>20.00 – 21.00</p> |



Melksham Town Council
Minutes of the Full Council Meeting
on Monday 30 March 2026

PRESENT:	Councillor S Rabey Councillor J Westbrook Councillor P Alford Councillor P Aves Councillor E Calland Councillor R Cleary Councillor J Crossley Councillor M Drewett Councillor G Elson Councillor A Griffin Councillor J Oatley Councillor T Price Councillor C Stokes Councillor A Westbrook Councillor A Whitlock	Town Mayor Deputy Town Mayor
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IN ATTENDANCE

OFFICERS	Hayley Bell Robert Reay-Waugh Ian Cunningham Jasmine Green Andrew Meacham	CEO Venue Manager Community Officer Partnership Officer Committee Clerk
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PUBLIC One member of the public and one member of the press were present and eight members of the public were present virtually.

231/25 Apologies

There were no apologies, all members being present.

232/25 Declaration of Interest

There were no declarations of interest.

233/25 Minutes

The minutes of 16th February 2026, having been previously circulated, were approved as a correct record and signed by the Town Mayor and Chair Councillor Rabey.

234/25 Public Participation

Public Participant 1.

Will councillors please keep in mind the UNCRC on the rights of the child to enable the correct funding to take your project forward.

Public Participant 2.

Q. What FOI training does the Council give to officers?

A. An officer has undertaken basic FOI training. Currently investigating higher level training and appropriate officer(s) to do this.

Q. What work has the Council undertaken to ensure adherence to the Civility and Respect Pledge between Council, public and press?

A. People Officer working with third parties on workshops for officers and councillors. Also looking at embedding the Pledge in all council meetings. Mayor and Ceo have meeting with Wiltshire Association of Local Councils for support going forward.

Q. What do you mean by embedding in Council meetings?

A. Making sure it is a constant of how people should be behaving internally and externally.

Q. Does the Council not agree that should already be adhering, having signed up to it.

A. It is good practice to have reminders.

235/25 Questions from Councillors

Councillor J Westbrook asked if it would be possible to contact Sainsburys about issues with queuing traffic for the petrol station causing tailbacks through town, asking for information about busy periods.

Councillor Cleary asked if there could be a tracker on outstanding actions. The CEO referred him to the Teams Resolution Channel.

236/25 Town Mayor's Announcements

Visited the Chatty Café, an incredible group who do incredible work. Please encourage anyone who needs help to go. Meet at 10am on Tuesday in the Campus Café.

Massive thank you to everyone who supported the Mayors Reception. Councillors who attended, award nominees, businesses who sponsored tables, bought tickets and donated prizes and auction items, Duff Enyon and Paul Martin for donating their time. All of this meant a zero cost to the taxpayer and raising over £3600. It also allows the Mayors Allowance to go back into the precept.

237/25 Police Report

The report was received. The crackdown on e-scooters was noted and appreciated.

238/25 Reports from Unitary CouncillorsCouncillor Griffin.

LHFIG feedback. Met 5 February. Traffic Islands at junction of Hornchurch Road/A365 approved. Site visit undertaken. Likely to be done in June.

Parking reviews in Union Street and Cranesbill progressing.

Bank Street. Request closed. Structure will not take railings. Asked for white line on edge to be refreshed.

Snowberry Lane/ Eastern Way. Progress made on traffic island.

Active Travel Scheme. Design work commenced.

Local Walking & Cycling Infrastructure Plan to be implemented. Similar schemes in five other towns.

Councillor Alford.

Faded lines to Train Station raised by resident to Economic Development & Planning. Wiltshire Council will be addressing the issue.

Strategic Planning Committee. Gompels warehouse application approved. Will now go to Secretary of state to sign off.

Councillor J Westbrook

Confirmed WC budget passed.

Plans to make it easier for towns to impose 20mph speed limits.

Changes to waste collection. Food waste collection being introduced. This is a legal obligation.

Lime Down Solar Farm hearing to take place. 21 or 26 April. (Google search after meeting confirmed 21st). Melksham not directly affected but battery storage and connection to sub-station will have an impact. Wiltshire Council have formally objected. Decision will be made by Secretary of State.

239/25 East Melksham Community Centre

Item will come to council to transfer funds to Melksham Without Parish Council.

Melksham Parish Council have resolved to no longer have a joint CIL fund. RFO is working to confirm exactly how much CIL and s106 money we have.

240/25 Wilts & Berks Canal Trust

It was proposed by Councillor Elson, seconded by Councillor Griffin and

UNANIMOUSLY RESOLVED to enter into a Memorandum of Understanding with Wilts & Berks Canal Trust.

241/25 Youth Projects

Councillor Stokes spoke to the item. The following councillors volunteered.

Councillor Calland, Councillor Cleary, Councillor Crossley, Councillor Drewett, Councillor Elson, Councillor Oatley, Councillor Stokes and Councillor Whitlock.

Ceo reported on a visit to Melksham Oak to talk to the School Council.

242/25 Corporate Plan

Some members expressed concern that the document was overlong and therefore unachievable. It was pointed out that this was a three-year plan.

Some errors were highlighted.

It was suggested that, if the plan was approved, a double-page feature setting out the key points was booked into the Melksham News and that the plan be available in hard copy and accessible formats.

It was proposed by Councillor Elson, seconded by Councillor Whitlock and

RESOLVED to adopt the plan and advertise it in the Melksham News.

243/25 Proposed Work on Town Hall Heating System.

The CEO spoke to the item. System has not worked properly for many years. Members discussed whether or not to defer a decision pending full details and a desire to use local if possible.

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

RESOLVED to delegate authority to the CEO in consultation with the chair of Finance to obtain three quotes and proceed with the work.

244/25 CCTV

Members discussed the situation with electrical certificates and requested the clerk to renew efforts and take a hard line if required.

The item was noted.

245/25 Bleed Kits

Members asked that advice be taken from the Ambulance Service on locations and that action be taken to ensure residents were aware of the kits and their locations.

It was proposed by Councillor Cleary, seconded by Councillor Stokes and

UNANIMOUSLY RESOLVED to purchase additional Bleed Kits in partnership with Owen World, to be funded by sponsorship from Gompels.

246/25 Community Parking Scheme

The CEO and the Partnership Officer spoke to the item.

Members discussed the process, a minimum spend and the possibility of multiple claims for the same ticket. It was felt that it was not for councillors to restrict the number of businesses involved.

It was proposed by the Deputy Town Mayor Councillor J Westbrook, seconded by Councillor Alford and

UNANIMOUSLY RESOLVED to give delegated authority to officers to explore expanding the parking scheme and to bring it back to council for a report on uptake.

247/25 Pension Contributions

The item was noted.

248/25 Park Hire Terms

The Deputy Town Mayor Councillor J Westbrook spoke to the item. Various suggestions were made.

It was proposed by Councillor Alford, seconded by the Deputy Town Mayor Councillor J Westbrook and

UNANIMOUSLY RESOLVED to approve the amended policy as stands with officers to further amendments and bring the matter back to council.

249/25 Facebook Streaming

Councillor Price spoke to his motion. Concerns were raised around the quality of recording equipment and the principle of streaming. A friendly amendment was proposed and accepted.

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

UNANIMOUSLY RESOLVED to set up a Task & Finish Group of Councillor Price, Councillor Elson, the Town Mayor Councillor Rabey and the Deputy Town Mayor Councillor J Westbrook, with the Community Officer and the Committee Clerk.

250/25 Economic Development & Planning

The minutes of 3 February 2026 and 24 February 2026 were received.

251/25 Finance, Governance & Performance

The minutes of 26 January 2026 were received.

252/25 Community Development

The minutes of 8 December 2025 were received.

253/25 Amenities & Facilities

The minutes of 17 November 2025 were received.

254/25 Personnel

The minutes of 13 January 2026 were received.

Meeting closed at: 21:38

Signed

Dated

Parks and Open Spaces Consultation

CLARITY: ‘the Council’ or ‘Councillors’ are used to refer to the elected members of the Council. ‘Officers’ or ‘Melksham Town Council staff’ is used to refer to staff members employed by Melksham Town Council.

Codes such as ‘Y3.09’ or ‘E2.12’ refer to paragraphs in the Town Plan where commitments overlap or align.

Methods

Online Survey

The survey ran for a month and a half and contained 22 closed questions. It received 107 responses in total. The end of the survey included an option to register their interest in interviewing. All relevant questions offered an ‘other’ option, however it was used very infrequently.

Interviews

Respondents of the online survey were invited to register their interest in interviewing in-person or online. Additionally, interviews were offered to anyone who emailed to request one and to some residents in frequent contact with the council about parks or open spaces.

It was hoped that interviews would be possible across wards, however there were no registrations from South Ward at this time.

School Visits (Y3.09)

Officers attended Melksham Oak Community School and Forest and Sandridge CofE Primary School. They spoke with small groups of students about the kinds of equipment they’d like to see, which parks they use, and feeling safe in Melksham’s parks and open spaces.

Social Media Analysis

Social media comments on Melksham Town Council posts about parks and open spaces were analysed for common themes and topics between January 2025 and March 2026.

The same period was analysed for comments on Melksham Independent News posts about parks and open spaces in Melksham.

Common themes and topics brought up by residents in emails, where records have been kept, were also included in this analysis.

Councillors Comments

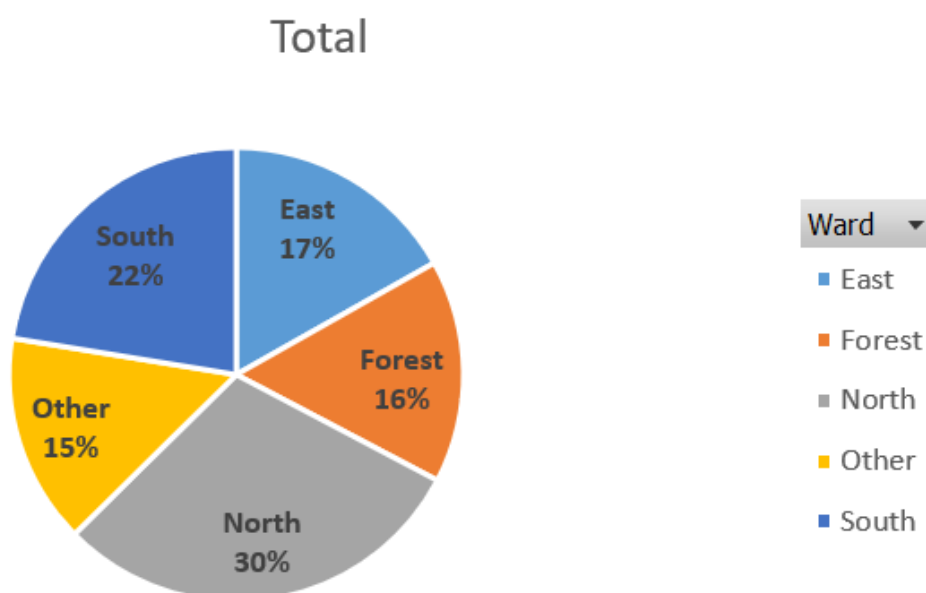
Councillors were asked to share their thoughts on their ward's parks and open spaces. Topics agreed upon were noted and a summary by-ward was taken.

Demographics

Wards

The graph below shows the by-ward demographic of the respondents to the online survey.

Count of Ward



The 15% of the 'Other' respondents were based almost entirely in Melksham Without Parish Council's area.

The online survey requested residents provide their postcode, and wards were assigned through data linkage using postcode lookups. In the August 2025 Community Vision survey, over half of respondents responded incorrectly when asked their ward – this method ensured that geographical data was accurate.

The remainder of the data has been sorted by ward using this method. Pivot tables by-ward are available to view at the end of this report.

Other demographic points

21.5% of respondents reported that they care for someone who is disabled or has additional needs. Of those respondents, 73.9% of respondents reported that the person they care for is a park user. 6.5% of respondents considered themselves disabled.

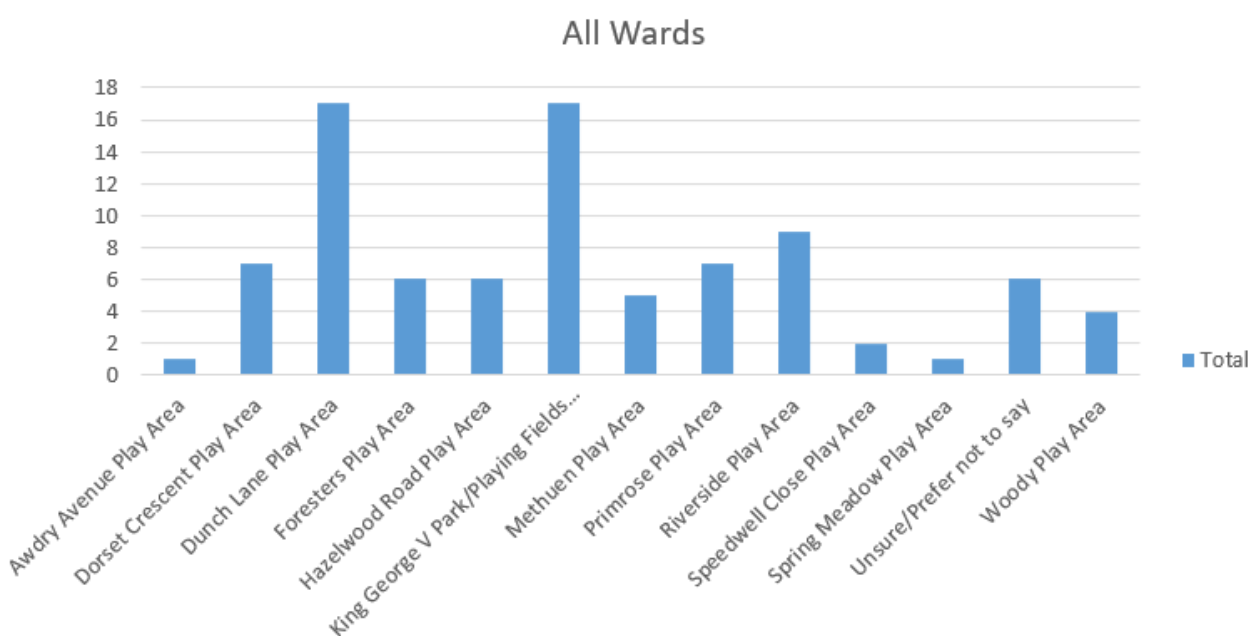
Interviews involved discussions with both respondents who care for a disabled park user and with disabled people who care for park users.

71.5% of respondents reported having at least one child in their household. Most respondents had children aged 5-11 years old. There was not statistically significant difference across wards.

“Which two parks do you feel need to be improved most urgently?”

The graph below displays the data **across all wards**.

Count of Which two parks do you feel need to be improved most urgently?



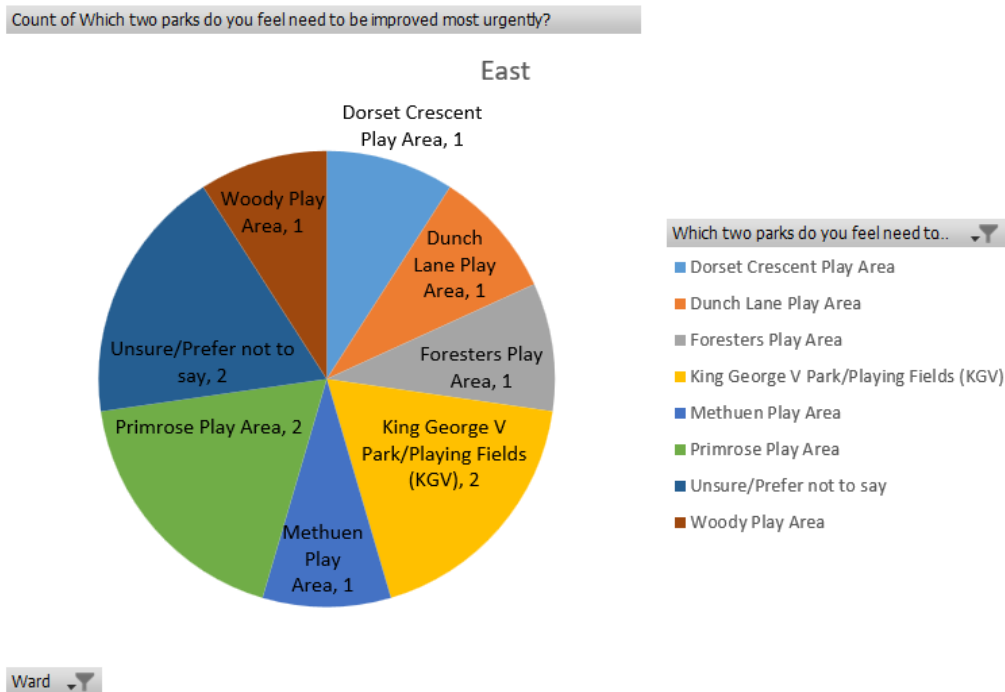
Which two parks do you feel need to be improved most urgently?

Across all wards, the top three parks were identified as **Dunch Lane Play Area**, **King George V Playing Field** (henceforth referred to as KGV), and **Riverside Play Area**. **Dorset Crescent** and **Dorset Close** are tied for fourth place.

64.5% of respondents reported using KGV most frequently, and it was the most popular answer across all wards. Interviewees reported using the park frequently, often in place of parks in their local area, due to its facilities and continued upkeep. There is a separate consultation through NVB for the development of KGV, and so this report will avoid discussing it at length.

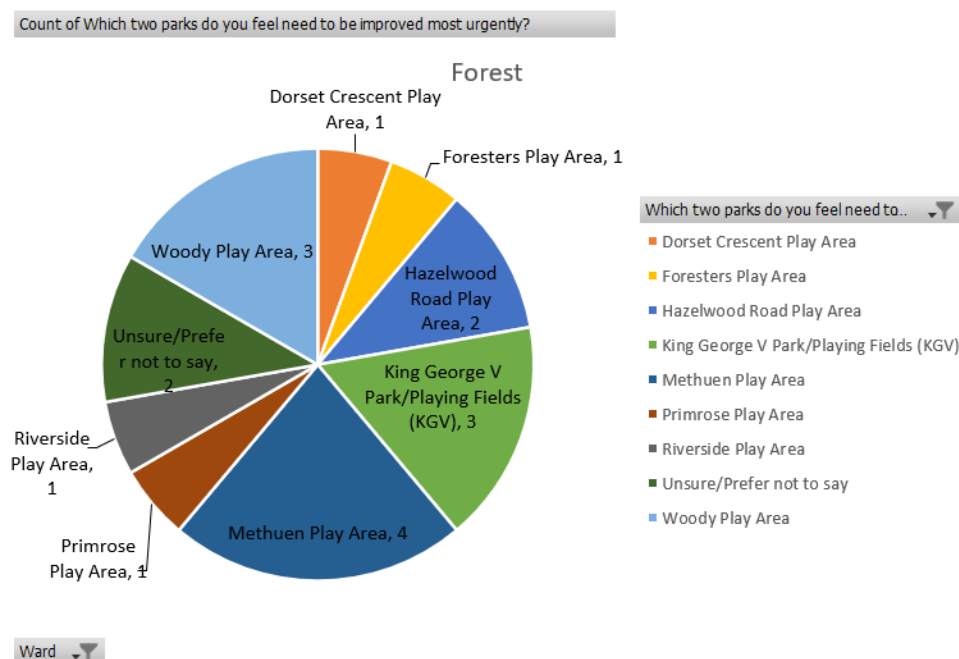
East Ward

The graph below displays data for East Ward. The most popular park besides KGV was **Primrose Play Area**.



Forest Ward

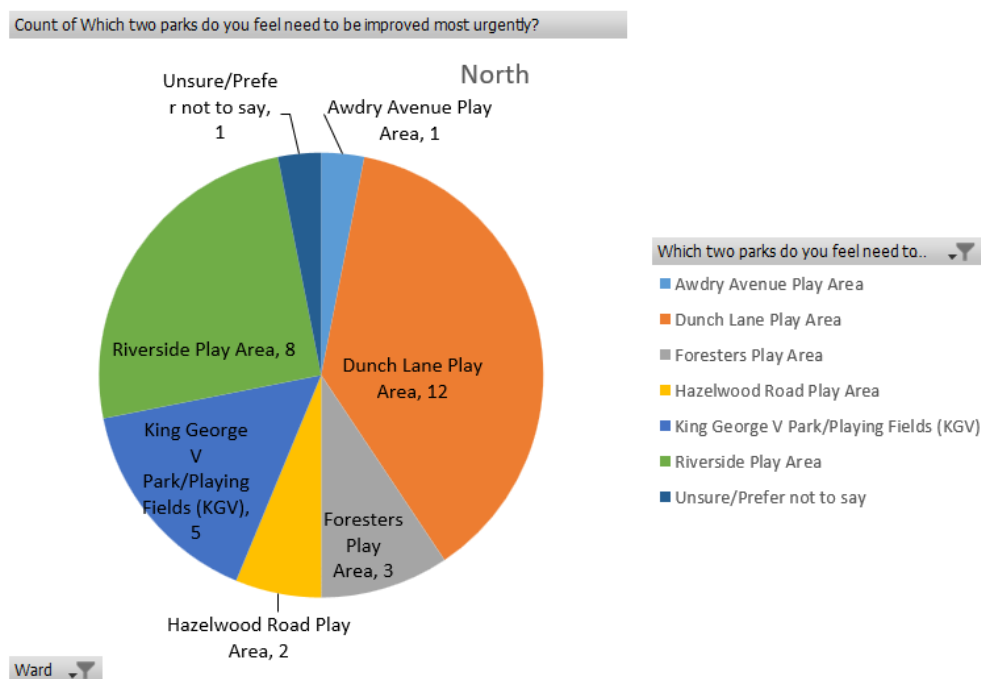
The graph below displays the data for Forest Ward. The most popular park was **Methuen Play Area**.



Forest Ward has KGV, Awdry Avenue play area and Clacker's Brook play area, along with Methuen Safe play area. Across wards (and excluding KGV, which is very high profile), Forest Ward's parks were some of the least mentioned play areas. Forest Ward's Councillors agreed that Forest Ward's parks are a low priority.

North Ward

The graph below displays data for North Ward. The most popular park was **Dunch Lane Play Area**.

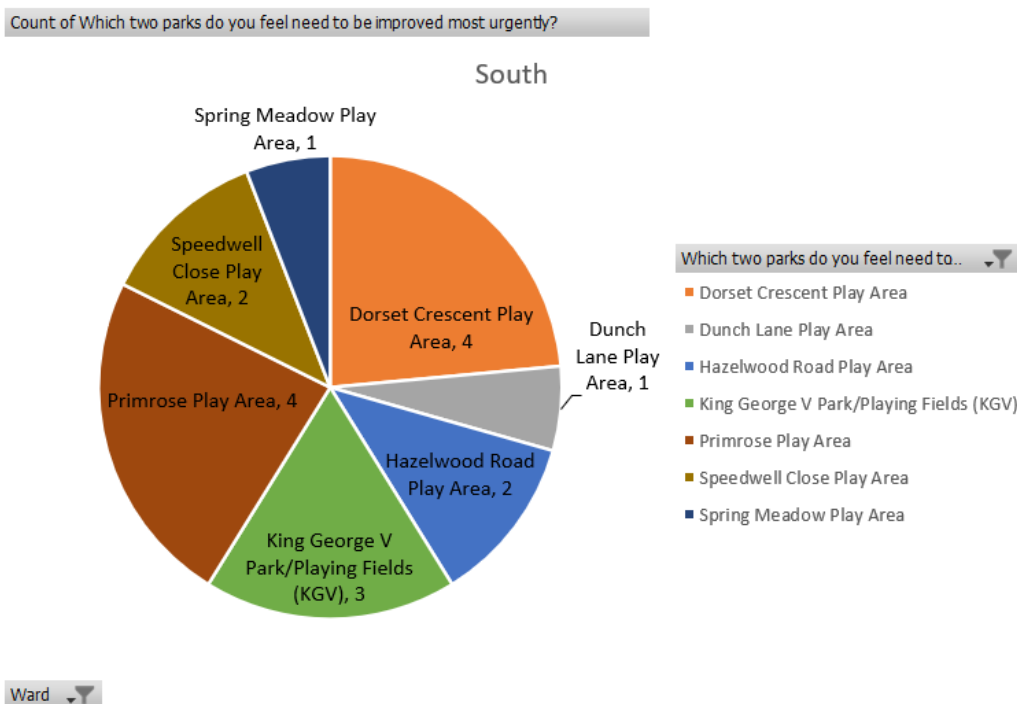


A number of issues were identified with Dunch Lane play area. Some interviewees felt the route from the south of the ward through to Dunch Lane was unsafe for children to navigate alone. Others felt that the facilities were not well-suited for a range of age groups, even when considering the park maintained by the estate that neighbour's the MTC facility.

Variety of play equipment for a range of ages was a topic brought up across the consultation. Students at Melksham Oak identified a desire to go to a play area where they and their younger siblings can both play safely. Interviewees often reported that equipment at their local parks used to be suitable for their children but did not remain that way as they grew up – this was true for Dunch Lane and Riverside play area.

South Ward

The graph below displays the data for South Ward. The most popular parks were **Dorset Crescent Play Area** and **Primrose Play Area**.



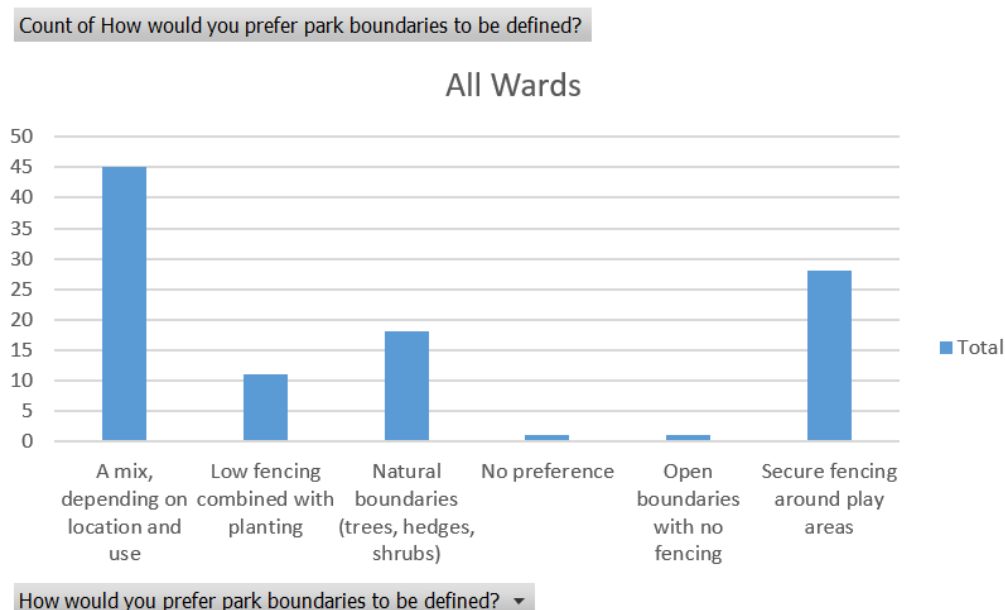
Boundaries

The online survey asked three questions about boundaries on play areas and parks.

1. How would you prefer park boundaries to be defined?
2. What reason led you to choose that kind of boundary?
3. If we were to use natural boundaries, which of these options would prefer?

Types of Boundaries

This graph shows boundary type preference across wards.

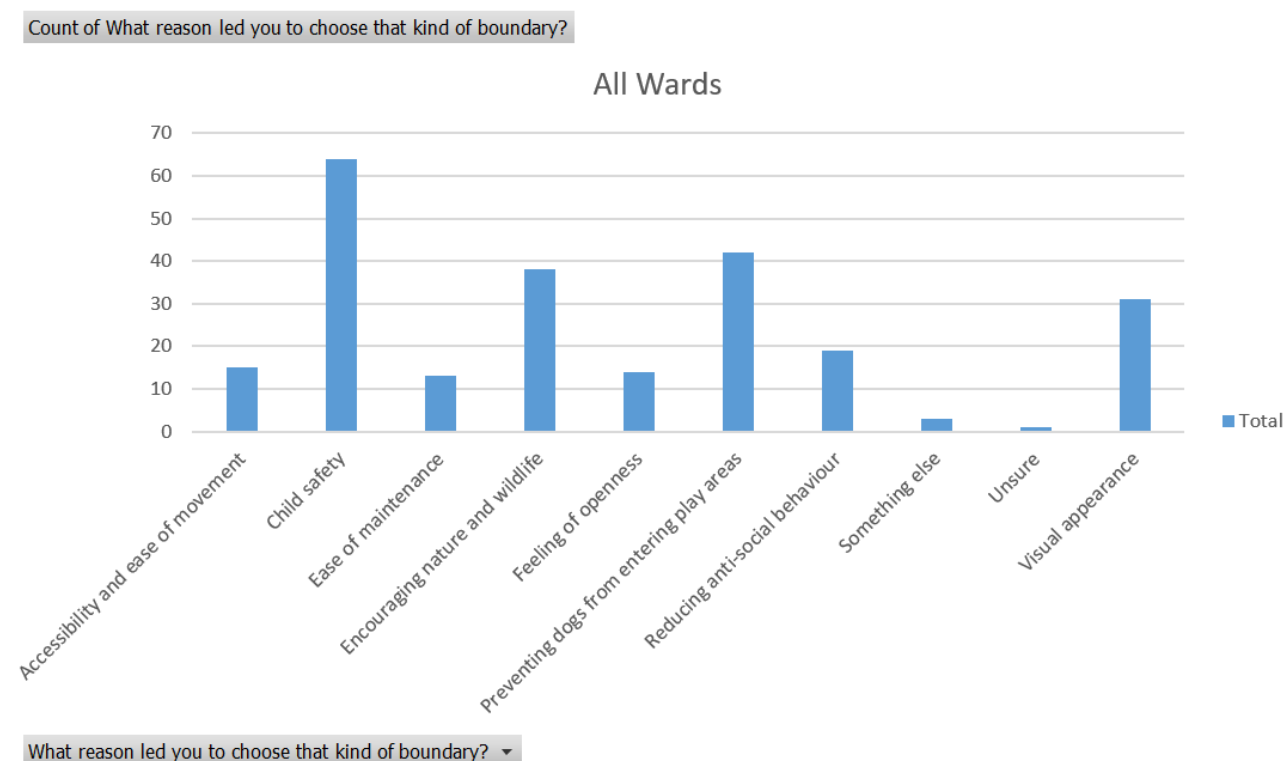


There is no statistically significant difference between respondents' choice of boundary across wards.

Respondents showed a preference for **using a mixture of fencing**, depending on factors specific to each park. After that, secure fencing was the most popular option. Open boundaries without fencing were very unpopular across wards. This was also unpopular with interviewees.

Reason for Choice of Boundary

This graph shows the main reasons respondents made their decision in the first question.



Once again, there was no statistically significant difference across wards.

The most popular choices were **child safety and preventing dogs from entering play areas**. In interviews, respondents echoed these concerns. One interviewee mentioned that open boundaries were not a safe option for her child, who is disabled.

Users of Speedwell Close play area frequently report concerns with the temporary fencing. Melksham Town Council are confident the open boundaries offer no direct safety concern for users of the play area, however adding fencing may ease fears about child safety and dogs in the area.

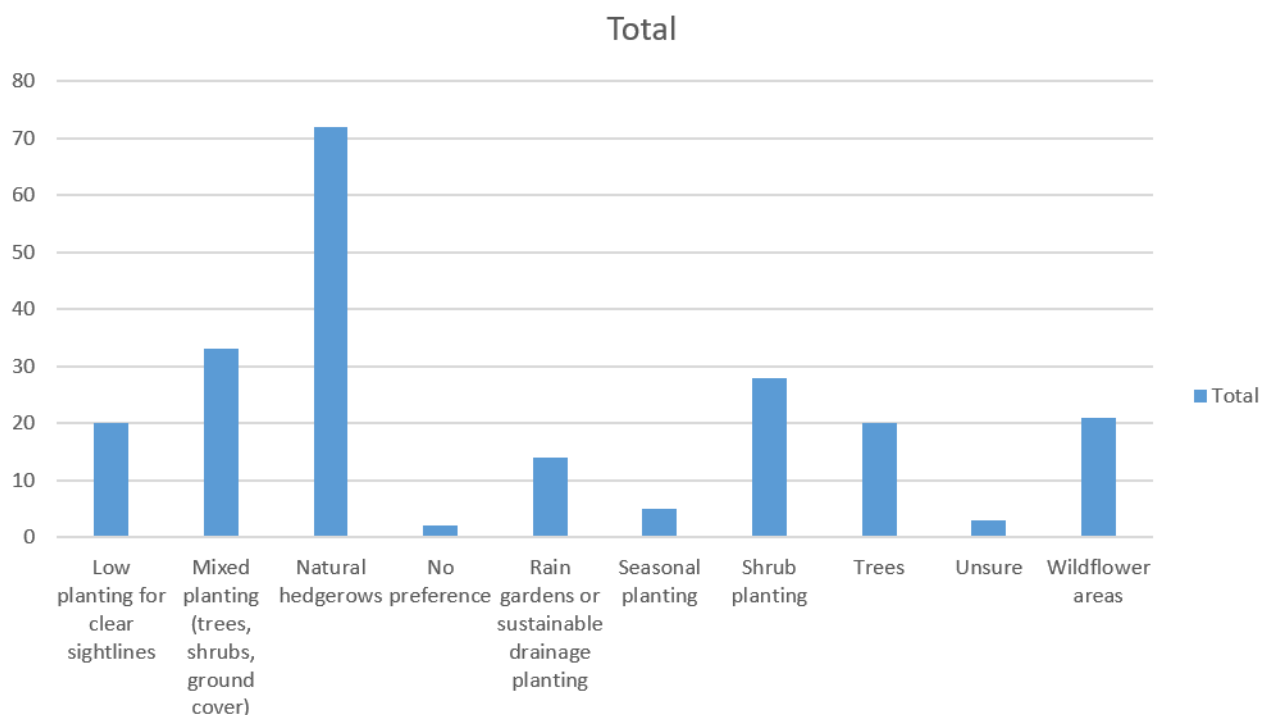
Social media analysis identified dog owners also have a desire for safe areas they can walk their dogs off leash. Support for the dog park at KGV and its continued development was common, as well as support for **closed fencing for play areas**, which allows free use of the green spaces commonly found nearby.

While not one of the most popular options in the online survey, interviews revealed that boundaries and their gates can limit the accessibility of play areas for wheelchairs and pushchairs. A combined 33.7% of barriers to using parks and open spaces in Melksham were because of difficulties getting into play areas.

Natural Boundaries

This graph shows preference for type of natural boundaries around play areas across wards. Once again, there was no statistical difference across wards.

Count of If we were to use natural boundaries, which of these options would you prefer?



If we were to use natural boundaries, which of these options would you prefer? ▾

Natural hedgerows were more than twice as popular as the next most popular choice, **mixed planting**. The popularity of mixed planting here echoes the popularity of mixed boundaries in general.

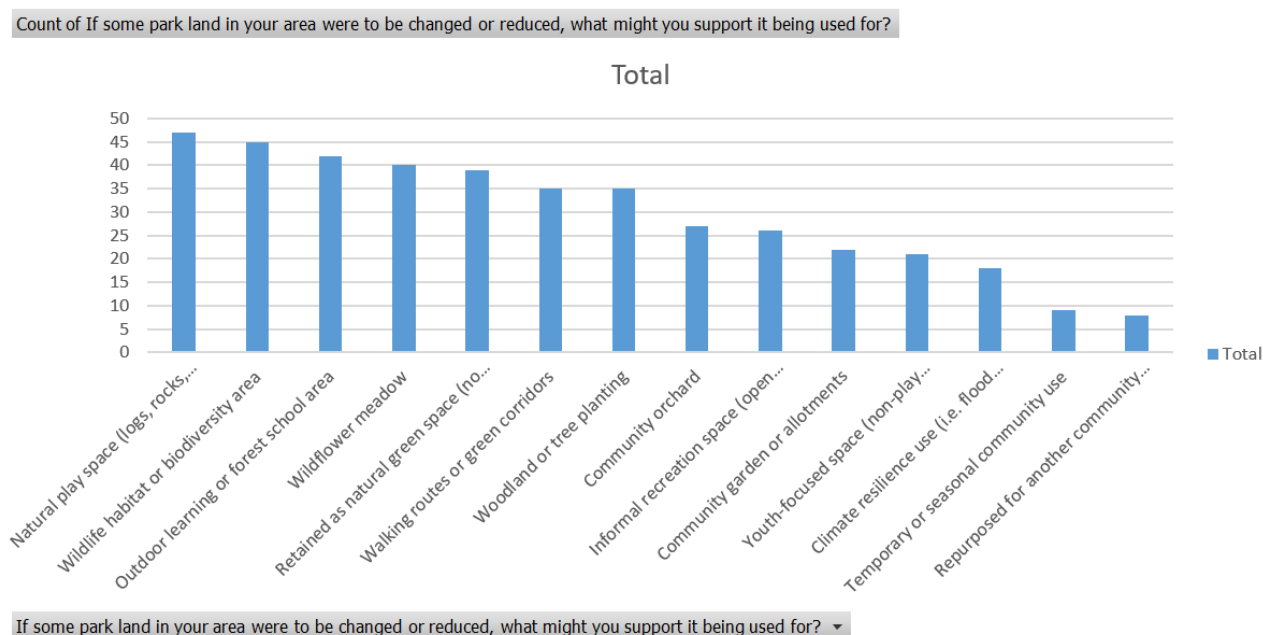
The August 2025 Community Vision Survey identified residents' concerns with flood management and wildlife-focused planting. While this consultation has not identified a particular preference towards either, the wider goals laid out in the Town Plan (E2.03, E2.12), which was informed by the Community Vision Survey, should also be considered.

Rain gardens and drainage planting were also raised several times in the social media analysis as recently as this year.

Alternative Use of Land

Respondents were asked what they would like the land currently used for parks and open spaces to be used for, if not as formal space for parks.

The following graph shows the most frequently chosen alternative uses for the land currently containing parks and open spaces.



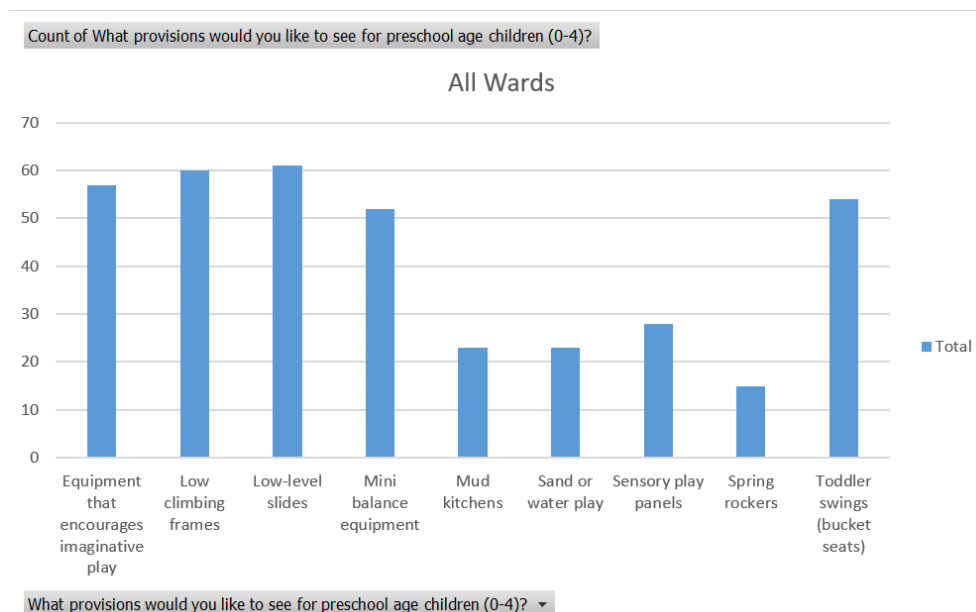
The most popular use would be to transform the areas in **natural play areas** or **wildlife habitats and biodiversity areas**. This echoes the view of residents in the Community Vision survey, who also most frequently opted for use of disused spaces as green spaces and wild areas.

Where existing equipment is no longer fit for purpose, there has been some support for alternative use of the land. Typically, respondents only supported this idea under specific circumstances, e.g. the current equipment is derelict or the site is not used.

Provision for children aged 0-4 years

18.2% of respondents reported having a child between 0 and 4 years at home.

The following graph shows the types of equipment respondents would like to see more of for children within the age range.



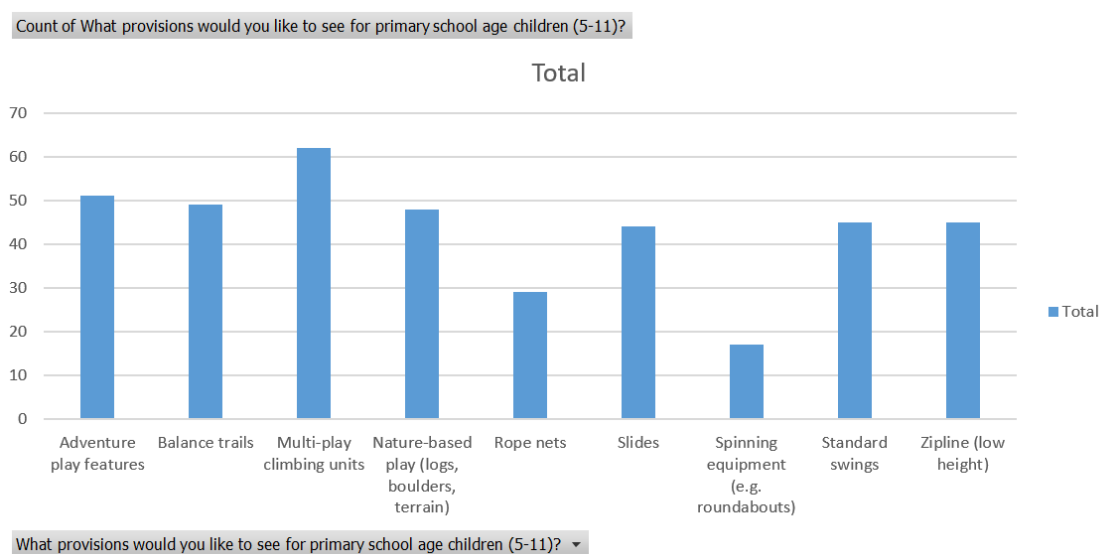
The most popular type of equipment was **low-level slides**, however, **equipment for imaginative play**, **low level climbing frames**, and **toddler swings** were nearly as popular on this question.

In interviews, respondents stated that it was important equipment was available that allowed their infants to play independently.

Provision for children aged 5–11 years

33.6% of respondents reported having a child between 5 and 11 years old.

The following graph shows the types of equipment respondents would like to see more of for children within the age range.



The most popular type of equipment was **multi-play climbing units**. This viewpoint was also represented by the students at River and Sandridge, who specified monkey bars, alongside higher, more challenging equipment. Climbing equipment, particularly

adventure play equipment (also second most popular identified in online survey), was frequently mentioned during the meeting. A hands-up vote in the whole school assembly showed an overwhelming majority of students would like more **swings** and **basket swings**.

Mirroring Melksham Oak, pupils at Forest and Sandridge also mentioned they would like their play areas to include equipment for their older siblings to use at the same time.

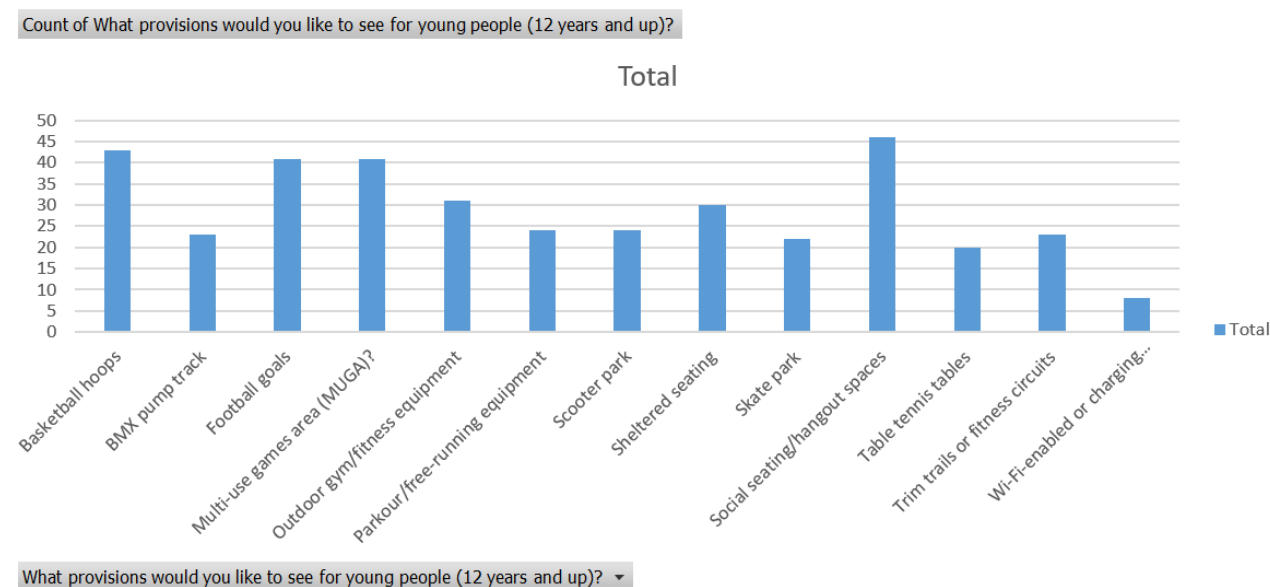
"You have kids that want to have a kick-about, but maybe there's other children that want to actually go in the park and play."

They expressed concern about the amount of litter at parks, as well as being unable to access **recycling facilities**. They felt that littering might be discouraged if proper facilities were available nearby (£2.16). While the group reported they usually felt safe at parks in Melksham, many children had experienced broken glass and vaping in play areas.

Provision for teenagers and young people

14.6% of respondents reported having a young person aged 12+ years at home, the majority of which are aged 12 to 16 years old.

The graph below shows the types of equipment respondents would like to see more of for children in the age range.



The most popular choice of equipment was **social seating and hangout spaces**, followed by various **sports equipment**, including basketball hoops and football goals. Both students at Melksham Oak and Forest and Sandridge mentioned that they wanted more sports equipment in and nearby to play area. Both schools mentioned that they would be interested in hireable equipment to go along with sports fields and MUGAs (e.g. being able to loan out a basketball).

73% of respondents to the Community Vision survey said that they felt teenagers did not have enough to do locally. The spread of the data here aligns with this view – excluding Wi-Fi and charging, the percentage difference between the most and least popular choice is less than 7%. This means all options are popular amongst respondents and could reflect on the overarching desire to see more provision for teenagers in general.

This is the viewpoint of both Melksham Oak's students and of interviewees. Melksham Oak students reported sometimes feeling that they were not as welcome in play areas as younger children. This is once again a point originally brought up in the Community Vision survey. Both groups felt there was not enough for teenagers to do at play areas and parks. A few of the interviewees suggested that anti-social behaviour (along with the perception that teenagers are acting anti-socially) might be reduced if there were more activities on offer.

Both interviewees and students at both schools mentioned expanding or **developing the skatepark**. Melksham Oak students expressed interest in a covered skatepark area, and interviewees suggested having covered areas nearby to provisions for teens would double as social and hangout spaces as well as offering a space out of the weather.

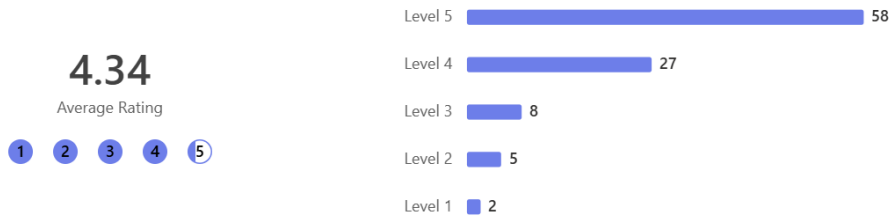
Both groups of students mentioned the impact of graffiti and street art in their spaces. Both groups felt that graffiti had a negative impact on play areas. When prompted to speak on the legal wall in the underpass, Melksham Oak students felt there was a clear difference between graffiti and the legal street art. They expressed interest in having legal walls at alternative locations, suggesting the location of the existing wall is not accessible to all residents.

"I think if the community they see around them reflects what they think is cool, I can imagine they'll feel more at home, more engaged by what's around them."

Interviewees expressed similar views. Both the idea of an art trail and additional legal walls were mentioned. The consensus throughout the consulted groups was that providing spaces for legal street art would reduce graffiti elsewhere by providing a monitored and maintained outlet for creativity.

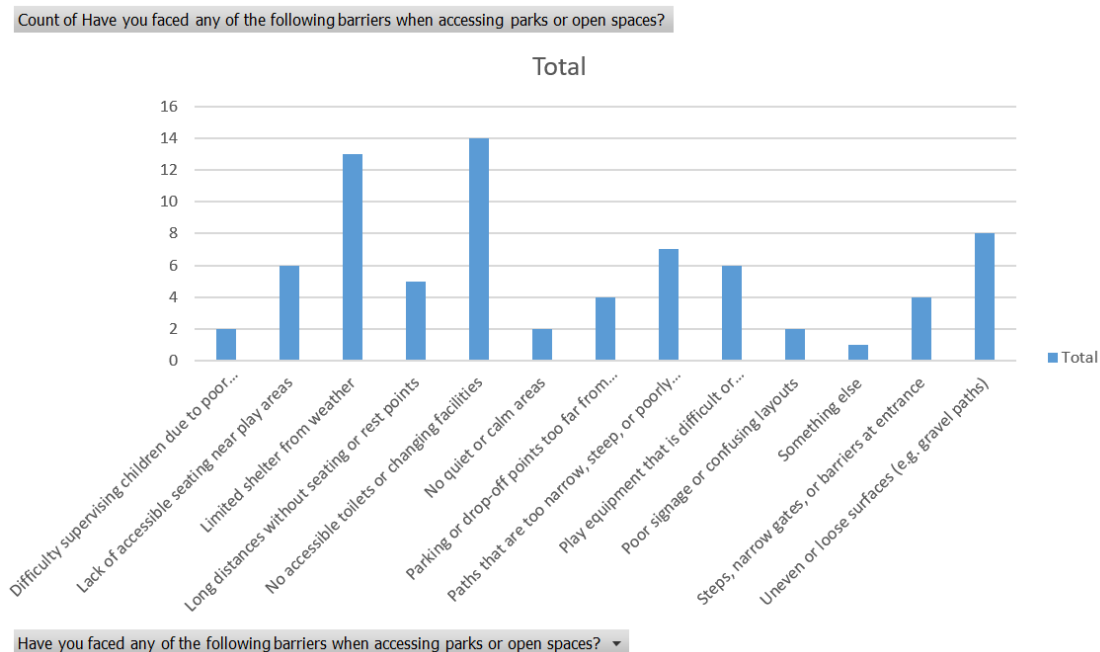
Accessibility and Inclusivity

The online survey asked about inclusive play equipment, barriers faced while accessing parks, and what steps could be taken to ensure play areas can be used by everyone (E2.05, E2.12).



Respondents rated the importance of accessibility at parks and open spaces to be **4.34 out of 5**.

The following graph shows the most frequently reported barriers to accessing parks and open spaces.



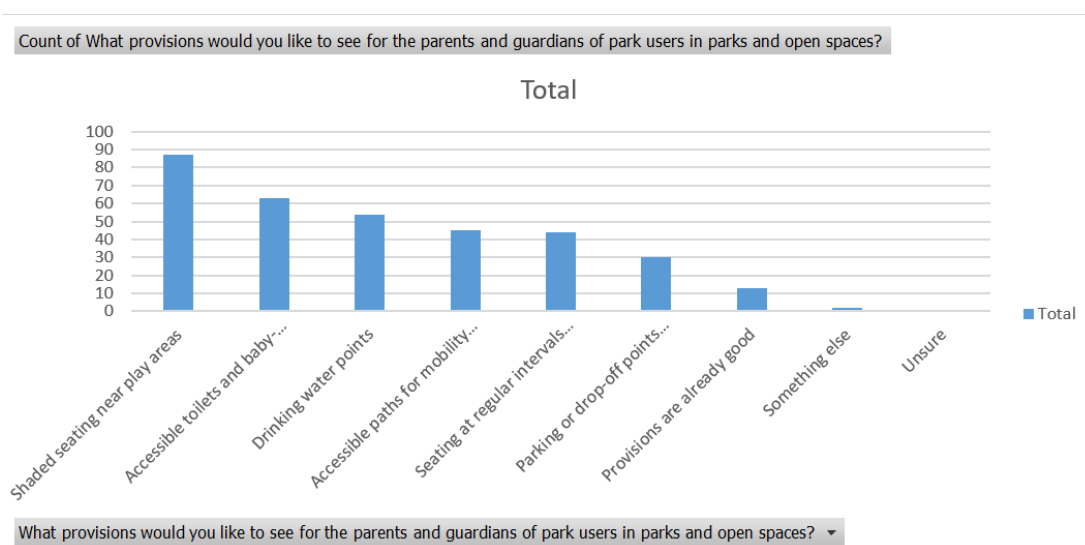
The most frequent responses were **no accessible toilets or changing facilities** and **limited shelter from the weather**. In interviews, these two factors were felt particularly keenly at King George V Playing Field, particularly during splashpad opening hours. It was suggested that an **accessible changing facility** would be of aid to all park users during the splashpad season. The same could be said of a covered area, which would provide shade for parents and carers supervising their children in the splashpad and play area.

As mentioned previously, many of the issues outlined in the data relate to getting in and out of the parks, rather than using them.

"It's very dangerous and gets worrying trying to get a pram down there, plus also my partner in his wheelchair."

Unsuitable paths, loose surfaces, and barriers at the entrance make up the majority of complaints after accessible toilets and shelter.

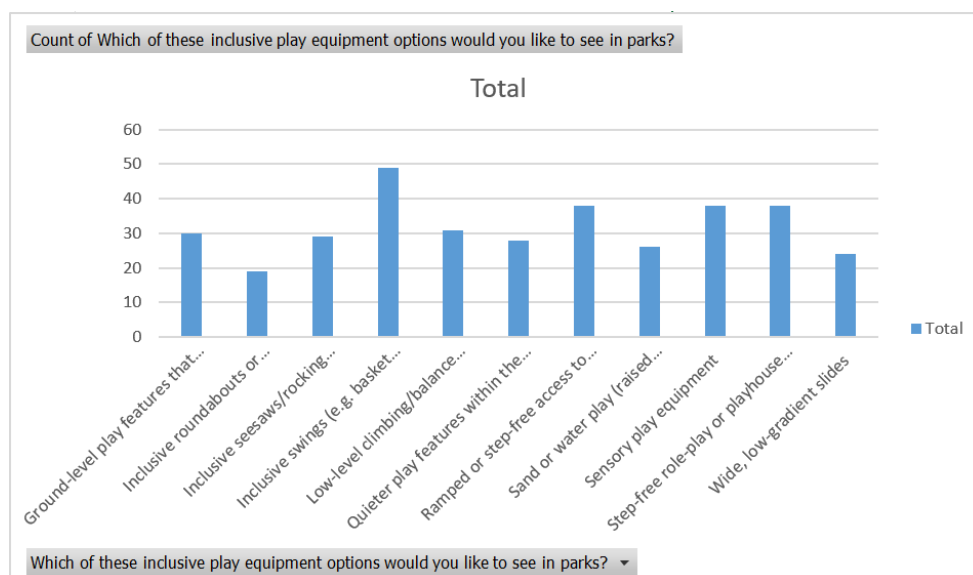
The following graph shows the most frequent choices of improvements that could help with accessibility and inclusivity for parents and carers.



As expected, the top two adjustments match with the data on barriers faced directly. **Seating along paths** and around widely used park areas is a frequent theme throughout this section of the online survey, and throughout social media and the previous Community Vision survey.

Water points are similarly mentioned by all three sources.

The following graph shows the preferred types of inclusive equipment identified by the online survey.



Inclusive swings were the most popular choice, which may have been bolstered by the recent addition of a disability-friendly swing at KGV. Similarly to the data on provision of equipment for teenagers, there aren't significant differences between the frequency of each choice.

Interviewees stressed that equipment that is accessible does not necessarily have to be made specifically for disabled children. Options for equipment that can be used by

all children, particularly together, would be preferred. Again, when discussing barriers to the use of parks and play areas, it was not necessarily the equipment itself but getting to and entering the site.

Safety

When asked, most interviewees and both schools groups felt that they were safe in parks and play areas in Melksham.

Some areas, with **low lighting and limited CCTV coverage**, were perceived as riskier, and respondents may avoid them in the evenings or when travelling alone.

All groups mentioned **broken glass**, and many respondents were unsure how to report issues with play areas and parks to Melksham Town Council. Melksham Oak students recommended that **signage should display how to submit a report**.

Flooding was a common theme with interviewees and on social media. Respondents felt that areas with poor lighting nearby to the river posed a particular threat, especially in the winter.

Conclusions

This consultation suggests that **reducing barriers to using parks** is important to Melksham residents. Providing **covered areas** for shade and relief from the rain, along with **accessible toileting and changing facilities** in key areas, would reduce barriers to entry and support parents and carers of park users.

Seating on paths and in the area surrounding play areas has been a prevalent topic across consultations and source groups. Residents also stress the benefits of **social areas and hang-out spaces** for teenagers and young people.

For park users 0 to 4 years old, providing additional **low-level slides and climbing equipment** would provide a more enriching experience. For park users 4 to 11 years old, adding in new **multi-play climbing units** would provide more to do in play areas.

Park users 12+ years old require a variety of new options for **sports equipment and covered social areas**. In consultation at Melksham Oak, students reported feeling unwelcome in parks, and conversely interviewees reported that they felt teenagers had little to do and might turn to antisocial behaviour for entertainment.

Residents across sources felt strongly that having **equipment suitable for different age groups in the same space** is important. Students at Melksham Oak and River and Sandridge both reported they would like to be able to go to the park with their siblings.

"Safety, security, for the youngest. But then more exhilarating, more exciting equipment for the oldest two."

24.3% of all respondents reported that they have children across multiple age categories, which rises to 41.3% among respondents who have at least one child.

Questions by Ward

Count of Do you feel there are enough parks and open spaces in your area?		Column Labels				
Row Labels	East	Forest	North	Other	South	Grand Total
No	6	1	13	6	8	34
Unsure		1	1		1	3
Yes	11	14	18	9	14	66
(blank)						
Grand Total	17	16	32	15	23	103

Count of What provisions would you like to see for preschool age children (0-4)?		Column Labels				
Row Labels	East	Forest	North	Other	South	Grand Total
Equipment that encourages imaginative play	7	11	14	9	16	57
Low climbing frames	8	8	23	6	15	60
Low-level slides	8	8	23	9	13	61
Mini balance equipment	10	6	17	5	14	52
Mud kitchens	5	3	8	5	2	23
Sand or water play	8	3	8	2	2	23
Sensory play panels	6	2	11	2	7	28
Spring rockers	2	2	7	1	3	15
Toddler swings (bucket seats)	9	5	23	6	11	54
Grand Total	63	48	134	45	83	373

Count of Which two parks do you feel need to be improved most urgently?		Column Labels				
Row Labels	East	Forest	North	Other	South	Grand Total
Awdry Avenue Play Area			1			1
Dorset Crescent Play Area	1	1		1	4	7
Dunch Lane Play Area	1		12	3	1	17
Foresters Play Area	1	1	3	1		6
Hazelwood Road Play Area		2	2		2	6
King George V Park/Playing Fields (KGV)	2	3	5	4	3	17
Methuen Play Area	1	4				5
Primrose Play Area	2	1			4	7
Riverside Play Area		1	8			9
Speedwell Close Play Area					2	2
Spring Meadow Play Area					1	1
Unsure/Prefer not to say	2	2	1	1		6
Woody Play Area	1	3				4
Grand Total	11	18	32	10	17	88

Count of What provisions would you like to see for primary school age children (5-11)?		Column Labels				
Row Labels	East	Forest	North	Other	South	Grand Total
Adventure play features	6	6	18	8	13	51
Balance trails	12	7	16	4	10	49

Multi-play climbing units	10	8	24	8	12	62
Nature-based play (logs, boulders, terrain)	9	8	15	7	9	48
Rope nets	6	4	9	2	8	29
Slides	5	5	19	8	7	44
Spinning equipment (e.g. roundabouts)	3	1	5	2	6	17
Standard swings	8	5	18	4	10	45
Zipline (low height)	8	6	18	4	9	45
Grand Total	67	50	142	47	84	390

Count of What provisions would you like to see for young people (12 years and up)? Row Labels	Column Labels					Grand Total
	East	Forest	North	Other	South	
Basketball hoops	10	5	14	7	7	43
BMX pump track	6		8	4	5	23
Football goals	8	6	17	4	6	41
Multi-use games area (MUGA)?	5	9	14	4	9	41
Outdoor gym/fitness equipment	7	3	8	3	10	31
Parkour/free-running equipment	6	3	11	1	3	24
Scooter park	4	3	8	4	5	24
Sheltered seating	5	4	10	4	7	30
Skate park	5	2	9	2	4	22
Social seating/hangout spaces	7	5	19	6	9	46
Table tennis tables	2	5	7	4	2	20
Trim trails or fitness circuits	4	2	7	2	8	23
Wi-Fi-enabled or charging benches		2	3	1	2	8
Grand Total	69	49	135	46	77	376

Count of Which of these inclusive play equipment options would you like to see in parks? Row Labels	Column Labels					Grand Total
	East	Forest	North	Other	South	
Ground-level play features that can be used without climbing	4	4	10	7	5	30
Inclusive roundabouts or spinners (shared use)	5	4	5		5	19
Inclusive seesaws/rocking equipment	7	5	6	3	8	29
Inclusive swings (e.g. basket swings or supported swings)	7	7	17	8	10	49
Low-level climbing/balance equipment	6	4	11	4	6	31
Quieter play features within the main play area	8	3	6	4	7	28
Ramped or step-free access to multi-play structures	5	9	11	7	6	38
Sand or water play (raised elements, or with accessible edges)	5	4	12	2	3	26
Sensory play equipment	7	3	14	7	7	38
Step-free role-play or playhouse structures	5	6	15	4	8	38
Wide, low-gradient slides	2	1	12	2	7	24
Grand Total	61	50	119	48	72	350

Count of If some park land in your area were to be changed or reduced, what might you support it being used for? Row Labels	Column Labels					
	East	Forest	North	Other	South	Grand Total
Climate resilience use (i.e. flood mitigation, rain gardens)	5	4	3	1	5	18
Community garden or allotments	4	2	7	2	7	22
Community orchard	3	5	9	3	7	27
Informal recreation space (open grass area)	4	3	9	4	6	26
Natural play space (logs, rocks, landscape features)	9	6	22	4	6	47
Outdoor learning or forest school area	6	5	13	9	9	42
Repurposed for another community facility	3	1	3		1	8
Retained as natural green space (no formal equipment)	9	4	13	6	7	39
Temporary or seasonal community use	1	3		2	3	9
Walking routes or green corridors	5	8	9	7	6	35
Wildflower meadow	7	6	13	7	7	40
Wildlife habitat or biodiversity area	9	6	11	8	11	45
Woodland or tree planting	7	5	7	6	10	35
Youth-focused space (non-play equipment)	4	5	5	1	6	21
Grand Total	76	63	124	60	91	414

Count of How would you prefer park boundaries to be defined? Row Labels	Column Labels					
	East	Forest	North	Other	South	Grand Total
A mix, depending on location and use	7	8	14	7	9	45
Low fencing combined with planting	1	3	4	1	2	11
Natural boundaries (trees, hedges, shrubs)	3	2	3	4	6	18
No preference				1		1
Open boundaries with no fencing		1				1
Secure fencing around play areas	6	2	11	2	7	28
Grand Total	17	16	32	15	24	104

Count of What reason led you to choose that kind of boundary? Row Labels	Column Labels					
	East	Forest	North	Other	South	Grand Total
Accessibility and ease of movement	2	4	6	1	2	15
Child safety	13	6	23	7	15	64
Ease of maintenance		2	2	4	5	13
Encouraging nature and wildlife	4	7	11	8	8	38
Feeling of openness	4	4	1	3	2	14
Preventing dogs from entering play areas	8	4	13	7	10	42
Reducing anti-social behaviour	4	4	6	1	4	19
Something else		1	1	1		3
Unsure				1		1
Visual appearance	7	4	5	5	10	31
Grand Total	42	36	68	38	56	240

Count of If we were to use natural boundaries, which of these options would you prefer? Row Labels	Column Labels					
	East	Forest	North	Other	South	Grand Total
Low planting for clear sightlines	3	5	6	1	5	20
Mixed planting (trees, shrubs, ground cover)	4	9	9	3	8	33
Natural hedgerows	12	11	22	12	15	72

No preference	1			1		2
Rain gardens or sustainable drainage planting	3	3	4	2	2	14
Seasonal planting			4	1		5
Shrub planting	4	2	11	5	6	28
Trees	4	3	2	4	7	20
Unsure	1	1		1		3
Wildflower areas	4	2	7	5	3	21
Grand Total	36	36	65	35	46	218

Count of Have you faced any of the following barriers when accessing parks or open spaces? Row Labels	Column Labels					Grand Total
	East	Forest	North	Other	South	
Difficulty supervising children due to poor sightlines	1		1			2
Lack of accessible seating near play areas	2		3	1		6
Limited shelter from weather	2	1	8	2		13
Long distances without seating or rest points	1		3	1		5
No accessible toilets or changing facilities	2		9	3		14
No quiet or calm areas		1	1			2
Parking or drop-off points too far from entrances	1		2	1		4
Paths that are too narrow, steep, or poorly maintained			1	4	2	7
Play equipment that is difficult or impossible to access				6		6
Poor signage or confusing layouts				2		2
Something else				1		1
Steps, narrow gates, or barriers at entrance			3	1		4
Uneven or loose surfaces (e.g. gravel paths)		1	6	1		8
Grand Total	9	4	49	12	74	33.7837838

Count of What provisions would you like to see for the parents and guardians of park users in parks and open spaces? Row Labels	Column Labels					Grand Total
	East	Forest	North	Other	South	
Accessible paths for mobility aids and pushchairs	9	3	15	6	12	45
Accessible toilets and baby-changing	12	10	18	8	15	63
Drinking water points	10	7	19	8	10	54
Parking or drop-off points close to play areas	6	1	11	6	6	30
Provisions are already good	1	3	5	2	2	13
Seating at regular intervals along paths	11	4	8	8	13	44
Shaded seating near play areas	13	16	29	12	17	87
Something else	2					2
Unsure	1					1
Grand Total	65	44	105	50	75	339

Count of Which park is the nearest to your home? Row Labels	Column Labels					Grand Total
	East	Forest	North	Other	South	
Awdry Avenue Play Area		1				1
Dorset Crescent Play Area					4	4
Dunch Lane Play Area			15	4		19
Foresters Play Area	5	1				6
Hazelwood Road Play Area				1	5	6
King George V Park/Playing Fields (KGV)	1	7	2	7	1	18

Lewington Close Play Area				1		1
Methuen Play Area		6				6
Primrose Play Area	8				3	11
Riverside Play Area			15			15
Speedwell Close Play Area				1	6	7
Spring Meadow Play Area					2	2
Unsure/Prefer not to say	3			2	3	8
Woody Play Area	1	2				3
Grand Total	18	17	32	16	24	107

Count of Which park do you use most frequently? Row Labels	Column Labels					Grand Total
	East	Forest	North	Other	South	
Awdry Avenue Play Area		1				1
Dorset Crescent Play Area					1	1
Dunch Lane Play Area	1		6	3		10
Foresters Play Area	2					2
Hazelwood Road Play Area				1	2	3
King George V Park/Playing Fields (KGV)	6	14	23	11	15	69
Methuen Play Area		1				1
Primrose Play Area	3					3
Riverside Play Area			2			2
Speedwell Close Play Area					2	2
Spring Meadow Play Area					2	2
Unsure/Prefer not to say	6		1	1	2	10
Woody Play Area		1				1
Grand Total	18	17	32	16	24	107

Row Labels	Count of Which two parks do you feel need to be improved most urgently?
Awdry Avenue Play Area	1
Dorset Crescent Play Area	7
Dunch Lane Play Area	17
Foresters Play Area	6
Hazelwood Road Play Area	6
King George V Park/Playing Fields (KGV)	17
Methuen Play Area	5
Primrose Play Area	7
Riverside Play Area	9
Speedwell Close Play Area	2
Spring Meadow Play Area	1
Unsure/Prefer not to say	6
Woody Play Area	4
Grand Total	88

Row Labels	Count of Ward
East	18
Forest	17
North	32

Other	16
South	24
Grand Total	107

Count of Do you have children living in your household? Row Labels	Column Labels					Grand Total
	East	Forest	North	Other	South	
No	7	7	6	8	11	39
Prefer not to say	1	1	1	2	2	7
Yes - preschool age (0-4)	6	2	12	2	3	25
Yes - primary school age (5-11)	5	8	20	6	7	46
Yes - secondary school age (12-16)	3	3	4		5	15
Yes - young people (17-18)		2	1	1	1	5
Grand Total	22	23	44	19	29	137

Questions ALL

Row Labels	Count of What provisions would you like to see for preschool age children (0-4)?
Equipment that encourages imaginative play	57
Low climbing frames	60
Low-level slides	61
Mini balance equipment	52
Mud kitchens	23
Sand or water play	23
Sensory play panels	28
Spring rockers	15
Toddler swings (bucket seats)	54
Grand Total	373

Row Labels	Count of What provisions would you like to see for primary school age children (5-11)?
Adventure play features	51
Balance trails	49
Multi-play climbing units	62

Nature-based play (logs, boulders, terrain)	48
Rope nets	29
Slides	44
Spinning equipment (e.g. roundabouts)	17
Standard swings	45
Zipline (low height)	45
Grand Total	390

Row Labels	Count of What provisions would you like to see for young people (12 years and up)?		
Basketball hoops	43		
BMX pump track	23		
Football goals	41		
Multi-use games area (MUGA)?	41		
Outdoor gym/fitness equipment	31		
Parkour/free-running equipment	24		
Scooter park	24		
Sheltered seating	30		
Skate park	22		
Social seating/hangout spaces	46	12.23404	6.914894
Table tennis tables	20	5.319149	
Trim trails or fitness circuits	23		
Wi-Fi-enabled or charging benches	8		
Grand Total	376		

Row Labels	Count of Which of these inclusive play equipment options would you like to see in parks?		
Ground-level play features that can be used without climbing	30		
Inclusive roundabouts or spinners (shared use)	19		
Inclusive seesaws/rocking equipment	29		
Inclusive swings (e.g. basket swings or supported swings)	49		
Low-level climbing/balance equipment	31		
Quieter play features within the main play area	28		
Ramped or step-free access to multi-play structures	38		
Sand or water play (raised elements, or with accessible edge)	26		
Sensory play equipment	38		
Step-free role-play or playhouse structures	38		
Wide, low-gradient slides	24		
Grand Total	350		

Row Labels	Count of If some park land in your area were to be changed or reduced, what might you support it being used for?
Natural play space (logs, rocks, landscape features)	47
Wildlife habitat or biodiversity area	45
Outdoor learning or forest school area	42
Wildflower meadow	40
Retained as natural green space (no formal equipment)	39
Walking routes or green corridors	35
Woodland or tree planting	35
Community orchard	27
Informal recreation space (open grass area)	26
Community garden or allotments	22
Youth-focused space (non-play equipment)	21
Climate resilience use (i.e. flood mitigation, rain gardens)	18
Temporary or seasonal community use	9
Repurposed for another community facility	8
Grand Total	414

Row Labels	Count of How would you prefer park boundaries to be defined?
A mix, depending on location and use	45
Low fencing combined with planting	11
Natural boundaries (trees, hedges, shrubs)	18
No preference	1
Open boundaries with no fencing	1
Secure fencing around play areas	28
Grand Total	104

Row Labels	Count of What reason led you to choose that kind of boundary?
Accessibility and ease of movement	15
Child safety	64
Ease of maintenance	13
Encouraging nature and wildlife	38
Feeling of openness	14
Preventing dogs from entering play areas	42
Reducing anti-social behaviour	19
Something else	3
Unsure	1
Visual appearance	31
Grand Total	240

Row Labels	Count of If we were to use natural boundaries, which of these options would you prefer?
Low planting for clear sightlines	20
Mixed planting (trees, shrubs, ground cover)	33
Natural hedgerows	72
No preference	2

Rain gardens or sustainable drainage planting	14
Seasonal planting	5
Shrub planting	28
Trees	20
Unsure	3
Wildflower areas	21
Grand Total	218

Row Labels	Count of Have you faced any of the following barriers when accessing parks or open spaces?
No accessible toilets or changing facilities	14
Limited shelter from weather	13
Paths that are too narrow, steep, or poorly maintained	7
Uneven or loose surfaces (e.g. gravel paths)	8
Difficulty supervising children due to poor sightlines	2
Lack of accessible seating near play areas	6
Long distances without seating or rest points	5
No quiet or calm areas	2
Parking or drop-off points too far from entrances	4
Play equipment that is difficult or impossible to access	6
Poor signage or confusing layouts	2
Something else	1
Steps, narrow gates, or barriers at entrance	4
Grand Total	74

Row Labels	Count of What provisions would you like to see for the parents and guardians of park users in parks and open spaces?
Shaded seating near play areas	87
Accessible toilets and baby-changing	63
Drinking water points	54
Accessible paths for mobility aids and pushchairs	45
Seating at regular intervals along paths	44
Parking or drop-off points close to play areas	30
Provisions are already good	13
Something else	2
Unsure	1
Grand Total	339

Row Labels	Count of Do you consider yourself to be a disabled person?
No	93
Prefer not to say	7
Yes	7
Grand Total	107

Row Labels	Count of Do you consider yourself to be a carer to someone who is disabled or has additional needs?
No	79

Prefer not to say	5
Yes	23
Grand Total	107

Row Labels	Count of Are they a park user?
No	6
Yes	17
(blank)	
Grand Total	23

ORGANISATION MELKSHAM TOWN COUNCIL	PROJECT MELKSHAM TOWN COUNCIL BRAND RATIONALISATION REPORT	DATE 01.07.26
VERSION 2.1.2	PREPARED FOR COUNCILLORS	PREPARED BY DOMINIC RUTTERFORD COMMUNICATIONS & MARKETING OFFICER

report

Single-minded proposition

He aha te mea nui o te ao?

He tangata, he tangata, he tangata

Māori Proverb

What is the most important thing?

It is the people, it is the people, it is the people

introduction

introduction | why we need a brand rationalisation and why now

At present, we do not have a full brand – only a coat of arms that functions as a symbol within a logo. There are no other visual elements, no defined language, and no unifying identity. Consequently, our visibility is limited, and residents often do not understand our role – or, by extension, how their precept is spent. Enhancing visibility and providing clearer signposting would help residents better understand our responsibilities and the value we deliver.

A considered brand toolkit would enable us to cut through the noise in communications, build recognition, and increase mindshare within the community. By establishing a coherent brand identity, we can ensure consistency across visual and written communications, deliver messages with a professional and confident tone, and give the whole team a unified voice.

Undertaking a brand rationalisation would bring focus and cohesion to our presence, lift morale internally, and project energy and clarity externally. It would breathe new life into how we communicate, helping residents understand, trust, and engage with our role more effectively.

audit

audit

The brand is a reflection of the organisation.
If you don't have a functioning brand, what is the audience's take on the organisation?



audit | logo inconsistencies

Many different logos exist for the council – here are ten examples, there are more.



Serif font with crest in a letterbox-shaped composition



Crest linear version with Arial sans-serif font; logotype centred (with lock-up)



Town Hall marque on A-frame with the crest with no logotype on the sign.



Town Hall marque linear version



Crest used on its own with no logotype at all



Stacked crest version with Poppins font; line-break after 'Council'; all uppercase



Town Hall version stacked



Linear crest logo with logotype using Poppins font in a mix of uppercase and lowercase



Stacked crest version with a serif font; line-break after 'Melksham'



Stacked crest version with a different sans-serif font; line-break after 'Melksham'

audit | crest history

Granted 6th December 1948,
to the Melksham Urban
District Council. Transferred
by Order made 16th April 1975

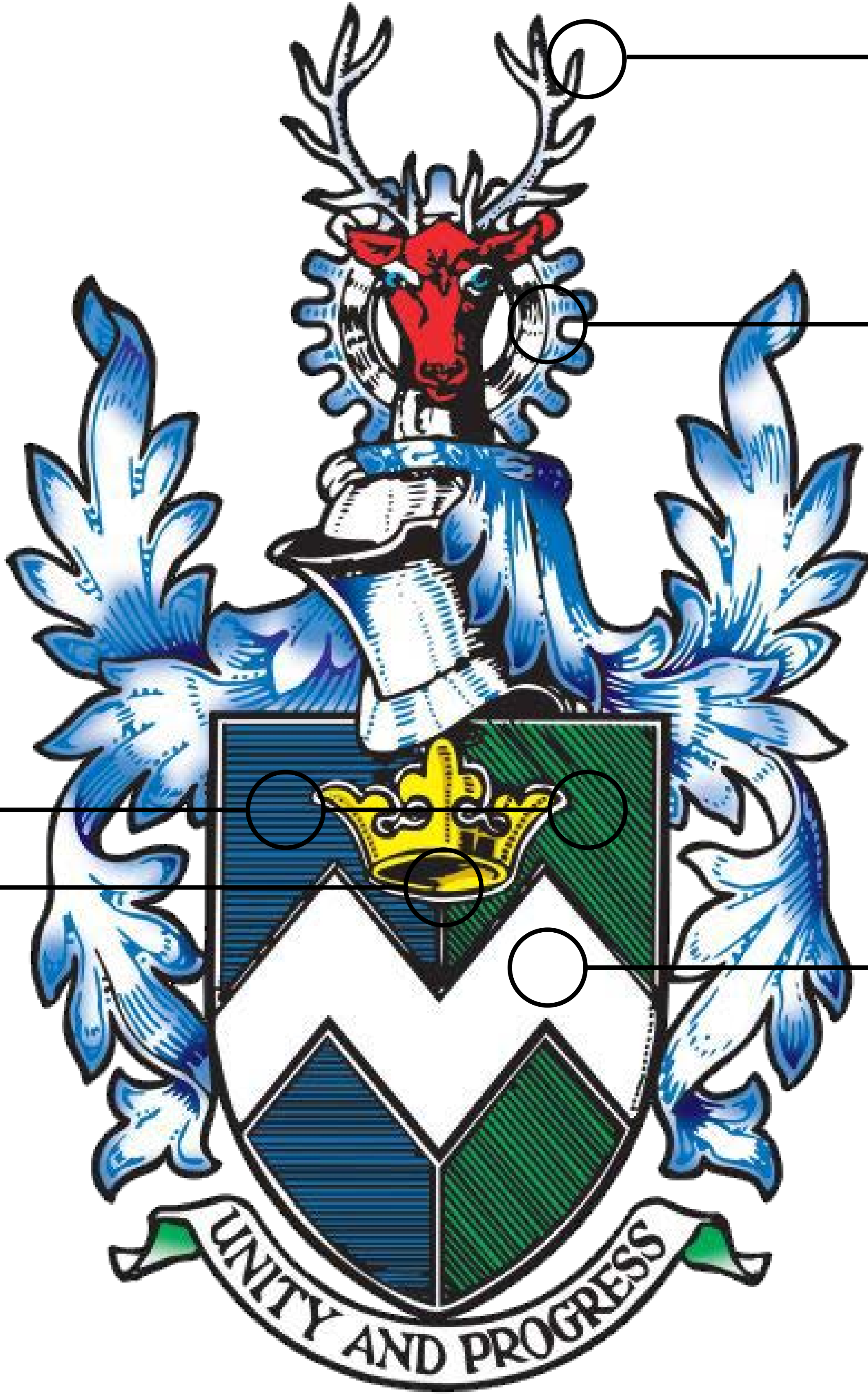


audit | crest history

Granted 6th December 1948,
to the Melksham Urban
District Council. Transferred
by Order made 16th April 1975

The blue and green of the
background represents the
River Avon and the surrounding
countryside.

The crown refers to the fact that
Melksham was part of the roy-
al domain and a hunting-ground
of the Norman and Plantagenet
kings.



The stag's head alludes to the
old forest lands

The cog-wheel represents
modern industries.

Fess dancetty suggests both the
bridge and the downs, while also
forming the initial letter of the
town's name.

audit | ownership

Melksham Town Council inherited this symbol, but it is also used by other organisations, including Melksham Town Football Club and Wiltshire Council, who have adopted it as a symbol of Melksham itself rather than specifically of the Town Council. Some of the signs displaying the symbol are located in Melksham Without, which falls under Wiltshire Council’s remit.

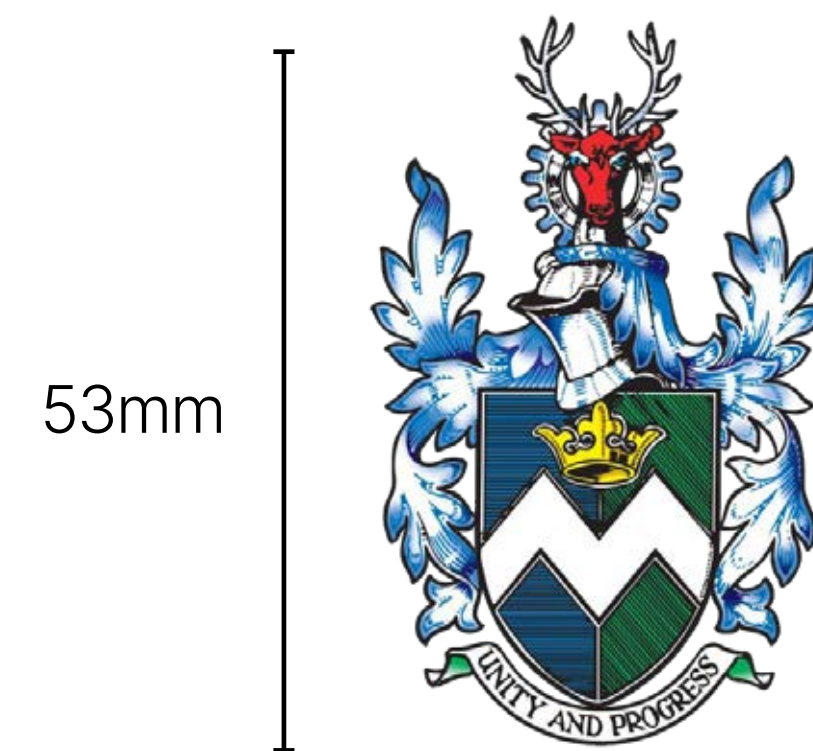
Over time, the symbol has evolved into a broader representation of the town rather than the council. As a result, **it is difficult for the Town Council to assert ownership of the marque, manage its use, or protect the reputation associated with it.**



audit | technical

Sadly, we do not have any origination of the artwork therefore this is the highest quality we have on file. This means that technically the largest we can reproduce this marque in print is 53mm high.

We could redraw the marque to get a vector artwork allowing us to get better reproduction, however the complexity of the marque makes it equally difficult to reproduce at smaller sizes eg. social media or web or endorsements on advertisements or print.



audit | technical

The complexity of the marque, and lack of monochrome version, limits how we reproduce the marque on different backgrounds.



audit | perception

Heraldic symbols today are used by courts, prisons, armed forces, schools, universities and pubs!

They are seen as belonging to a ruling class or 'landed gentry' and feel out of touch with modern society which values openness, transparency, affability or approachability



audit | positives

- Unlike a lot of our sister parish and town councils, our crest has a symbol that looks like an 'M'.



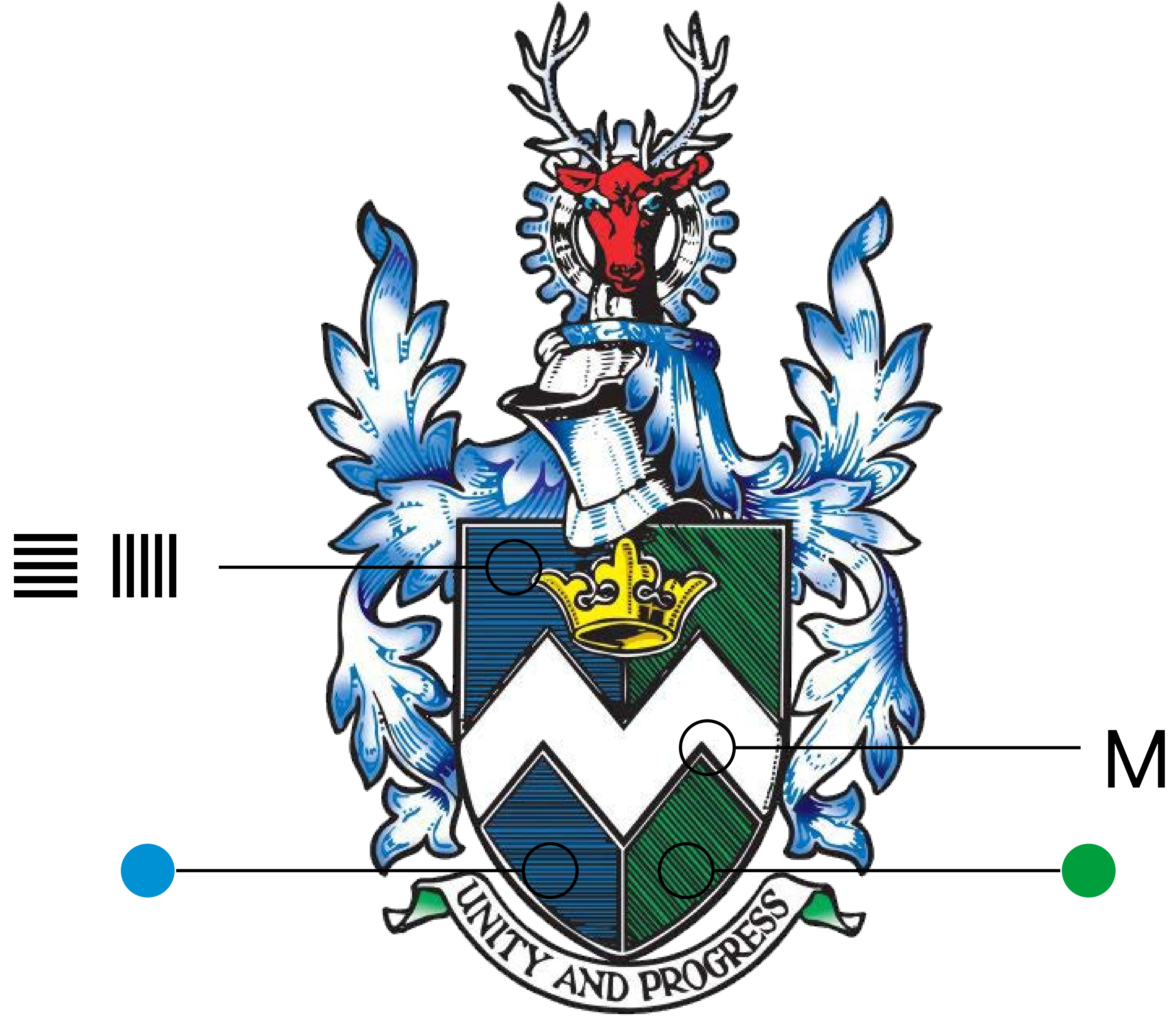
audit | positives

- Unlike a lot of our sister parish and town councils, our crest has a symbol that looks like an 'M'.
- Cross-hatching was used on engravings to create tone. A modern version of this texture could help differentiation or ownership.



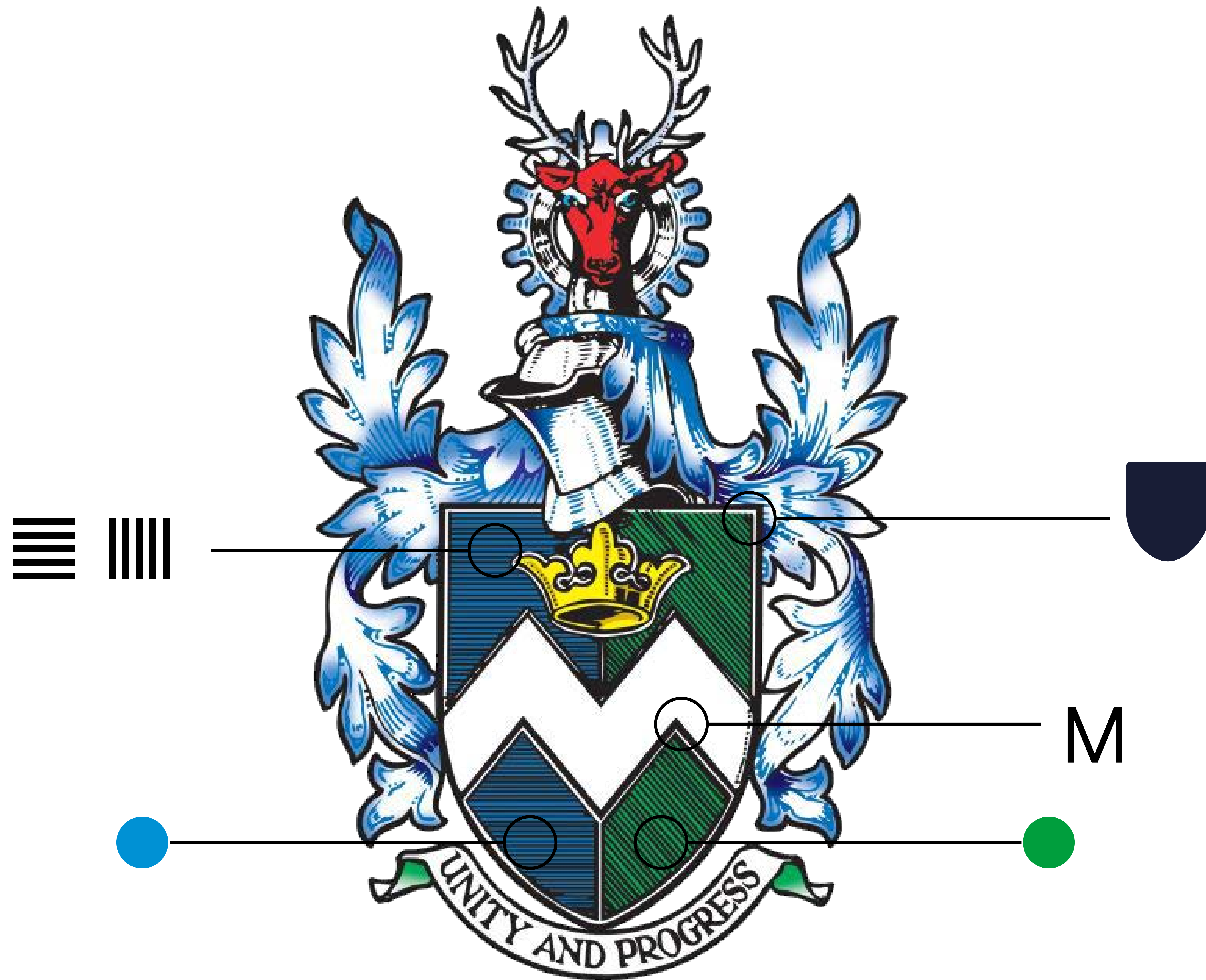
audit | positives

- Unlike a lot of our sister parish and town councils, our crest has a symbol that looks like an 'M'.
- Cross-hatching was used on engravings to create tone. A modern version of this texture could help differentiation or ownership.
- The colours represent the river and rural aspect of the town and are a good place to start for a colour palette.



audit | positives and provenance

- Unlike a lot of our sister parish and town councils, our crest has a symbol that looks like an 'M'.
- Cross-hatching is used on engravings to create tone. This texture could help differentiation or ownership.
- The colours represent the river and rural aspect of the town and are a good place to start for a colour palette.
- Symbols often work well in a holding device. We have a shield – which is worth exploring.
- Using existing elements as inspiration gives brand rationalisation provenance/lineage/continuity



rationalisation

rationalisation | logo

The proposed logo rationalisation retains the Fess Dancetty 'M', a green and blue and the shield as a holding device with a modern take on the cross-hatching found on the original engraving.



Melksham
TOWN COUNCIL

rationalisation | logo | sizing

The proposed logo rationalisation can be reproduced at large size without degradation. Likewise it can be reproduced as small as 15mm high in print or 60px on screen. The simplicity of symbol allows us to be present ourselves coherently on social media and other restrictive environments.



Me TOWN



rationalisation | logo | versatility

The logo rationalisation works well on a number of different backgrounds.



Melksham
TOWN COUNCIL

rationalisation | logo | versatility

The logo rationalisation works well on a number of different backgrounds.



Melksham
TOWN COUNCIL

rationalisation | logo | versatility

The logo rationalisation works well on a number of different backgrounds.



Melksham
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rationalisation | logo | versatility

The logo rationalisation works well on a number of different backgrounds.



Melksham
TOWN COUNCIL

rationalisation | logo | orientation

The shield works well as an anchor that we can rotate the logotype around should be need to.
The vertical version here works well on a lamppost banner, for example.

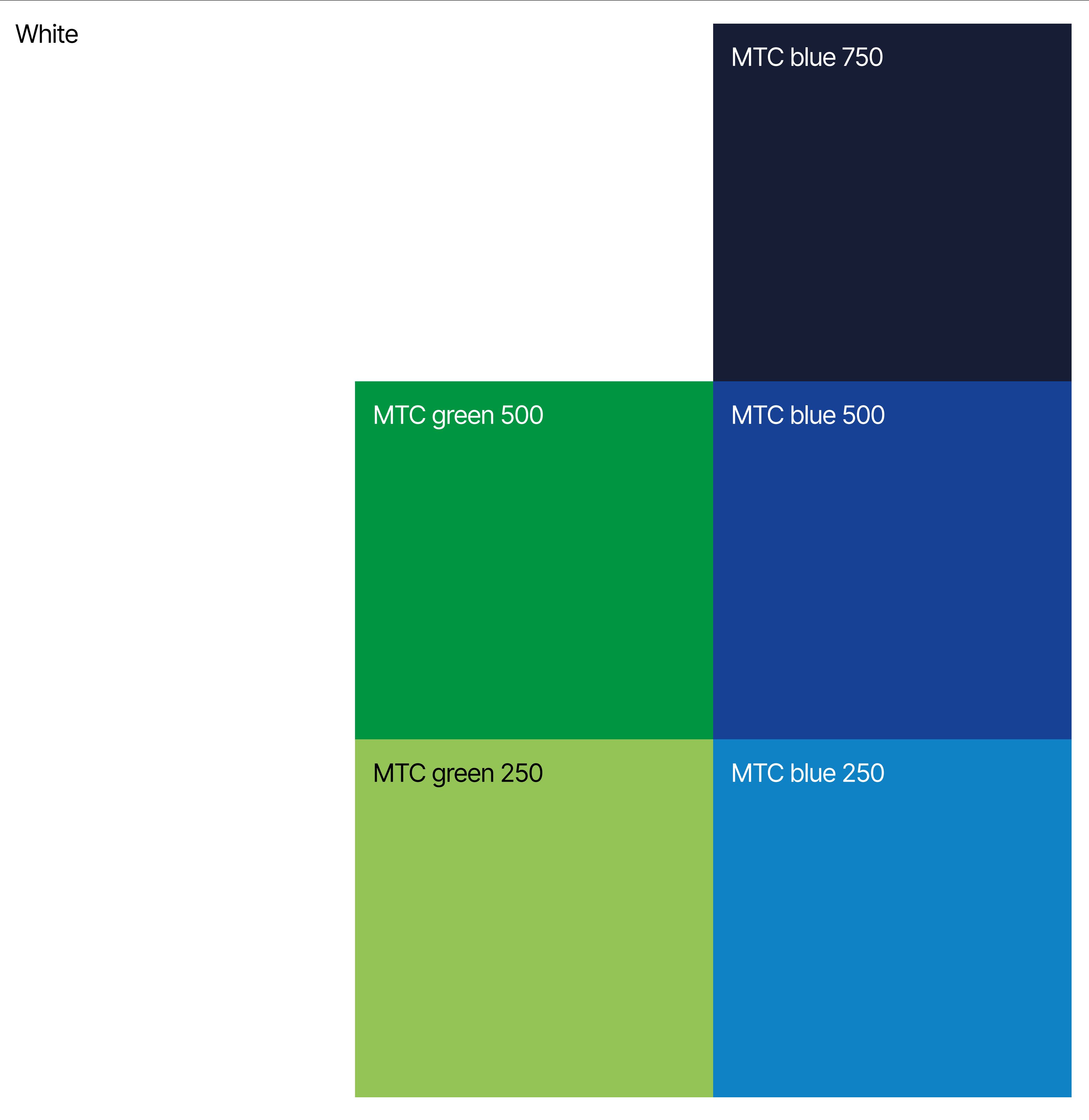


Melksham
TOWN COUNCIL

Melksham
TOWN COUNCIL

rationalisation | colour palette

The colour palette is borne out of the original crest with the green and blue (river and land) and extended to give the council versatility. The palette now includes a light green and blue to use sparingly as highlight colours. The dark blue and grey help bring serious tone to sensitive communications.



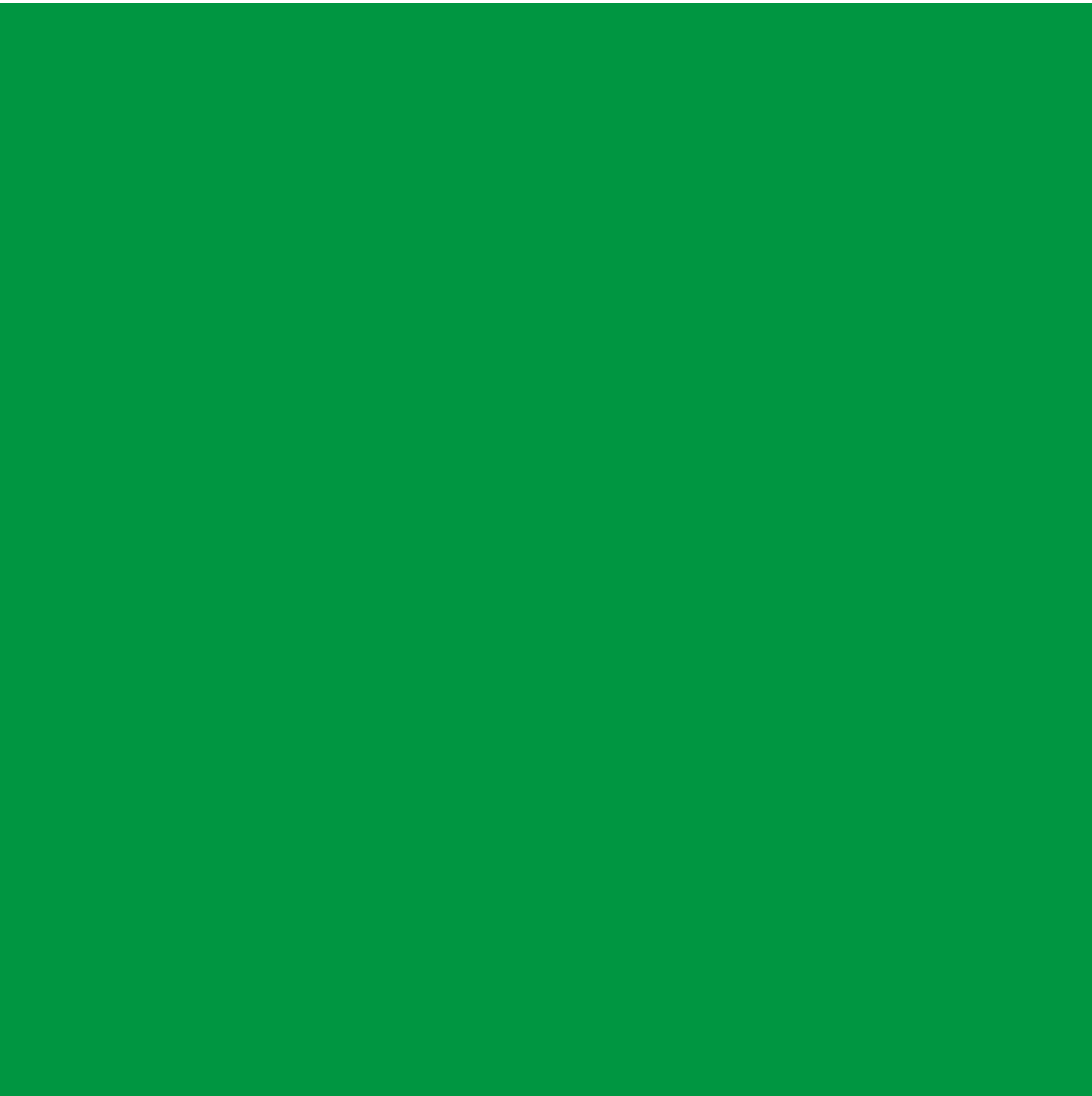
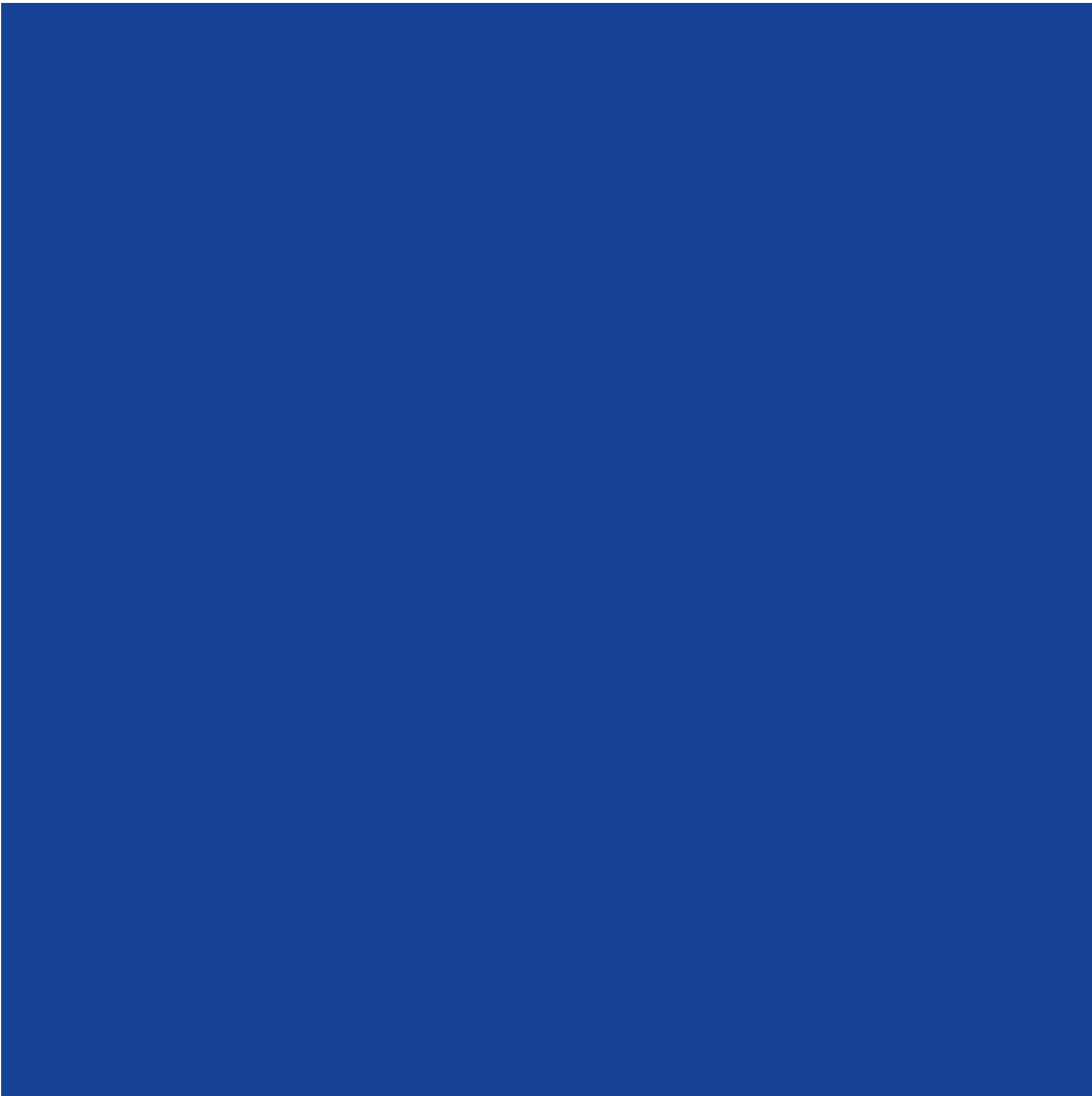
rationalisation | colour ratio

This colour ratio example may work well for communications that need to strike a sensitive tone.



rationalisation | colour ratio

This colour ratio example may work well for communications that need to strike a positive tone.



rationalisation | imagery

He aha te mea nui o te ao
**He tangata, he tangata,
he tangata**

Māori Proverb

What is the most important thing
**It is the people, it is the people,
it is the people**

Photographically we are proposing we show a lot more images of the residents of Melksham this alludes to the Council looking outwardly and that we are in touch and here to serve the residents while showcasing Melksham's unique community.

The images are a mixture of portraits and more candid/reportage shots. Where it is possible to get a model release we can feature the subject looking more to camera. Where it is difficult or inappropriate to get model release we can rely on a more reportage style with interesting angles and crops to help hide the identities of the residents.



rationalisation | imagery

Photographically we are proposing we show a lot more images of the residents of Melksham this alludes to the Council looking outwardly and that we are in touch and here to serve the residents while showcasing Melksham's unique community.

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people



place



work

rationalisation | imagery

Sometimes it is appropriate to show images of the Town Hall, however, these images do not reflect the Melksham community or represent the residents and have a danger of making the council seem as if they are looking inwardly – a bit 'us and them'.

Where possible we should use images of people or other parts of Melksham.



less



Wiltshire Council

COUNCIL TAX (BAND D)*
£36.28
per household per week



BIRTHS,
MARRIAGES
& DEATHS



ELECTIONS



HEALTH &
SOCIAL CARE



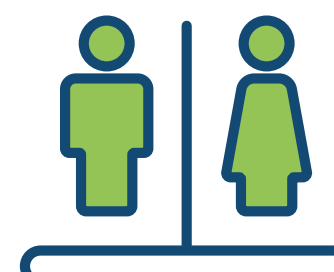
BENEFITS



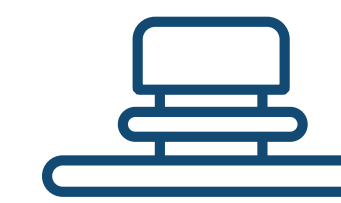
HOUSING



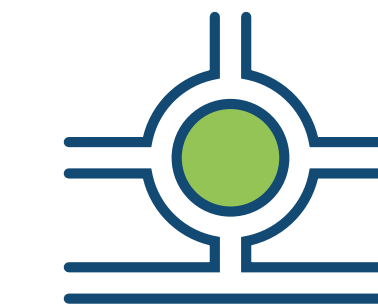
PARKS &
PLAY AREAS



PUBLIC
TOILETS



STREET
FURNITURE



ROUNDABOUTS



WASTE &
RECYCLING



CAR PARKS &
ON-ROAD PARKING



TOWN CENTRE
BUS STOPS



Melksham TOWN COUNCIL

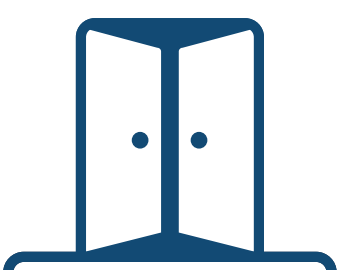
PRECEPT (BAND D)
£4.99
per household per week†



NEIGHBOURHOOD
PLAN



LEISURE



VENUES &
FACILITIES



SPLASHPAD



STREET
CLEANING



POTHOLES &
HIGHWAYS



CCTV



COMMUNITY
EVENTS



DOG BINS
& FOULING



COMMUNITY
GRANTS



ALLOTMENTS



STREET
LIGHTING



EDUCATION



LICENCING



NOISE & NUISANCE
COMPLAINTS



PLANNING
AUTHORITY



LIBRARIES



call to action

call to action | #loveMelksham



#loveMelksham

examples

examples | business card



The business card features contact details on one side, with a call to action on the reverse – subtly suggesting this team member’s love for Melksham.



Melksham
TOWN COUNCIL


Hayley Bell
Chief executive officer

hayley.bell@melksham-tc.gov.uk
01225 704 187

melksham-tc.gov.uk




examples | corporate plan | before and after




We will...

Our Town Plan
2026–2029




MELKSHAM
Town Council



We will...

Our Town Plan
2026–2029



Melksham
TOWN COUNCIL

examples | corporate plan

We are not suggesting that we no longer use the coat of arms; it can still be used for civic and ceremonial purposes. For example: a letter from the Mayor.

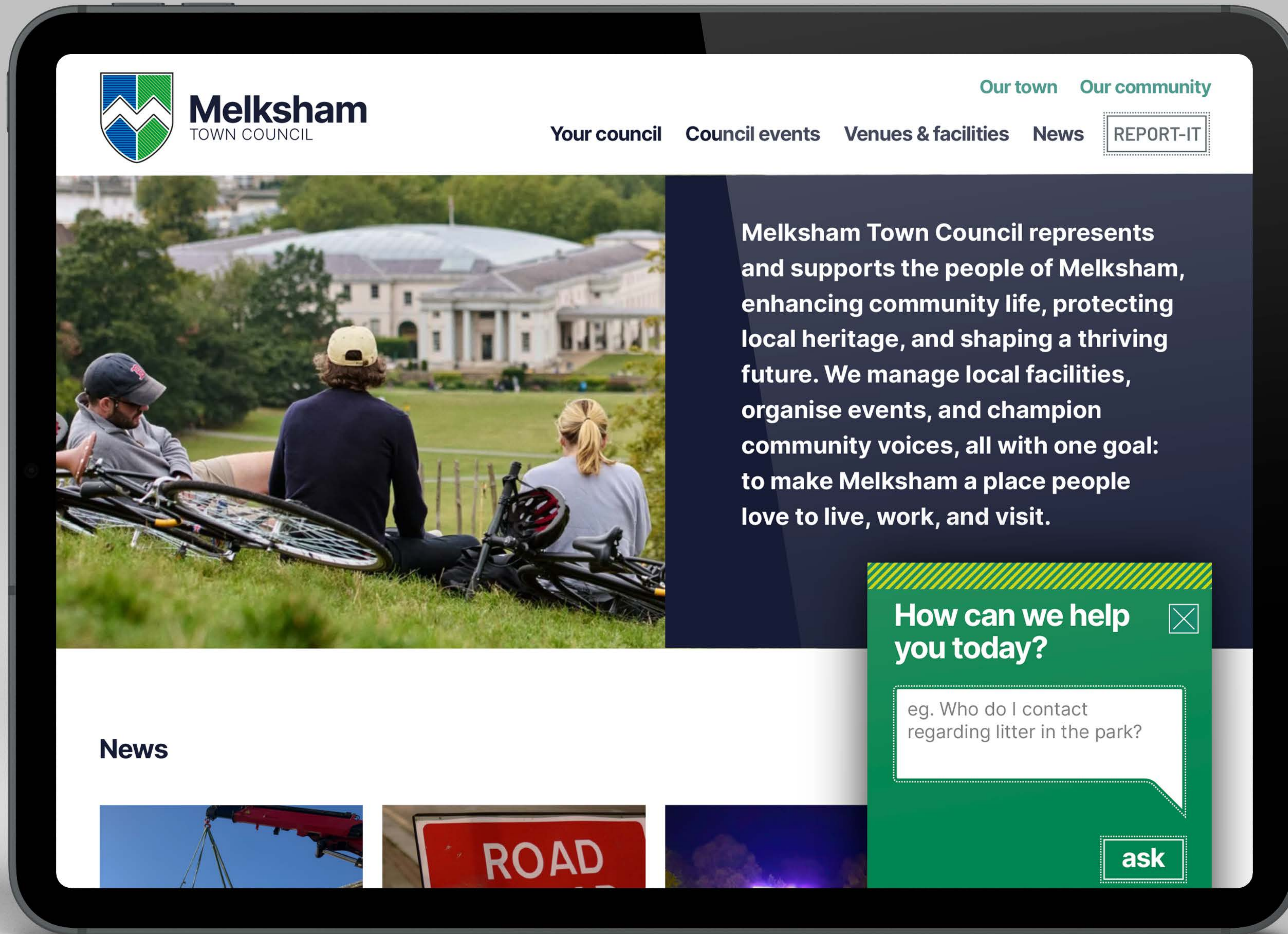


examples | corporate plan



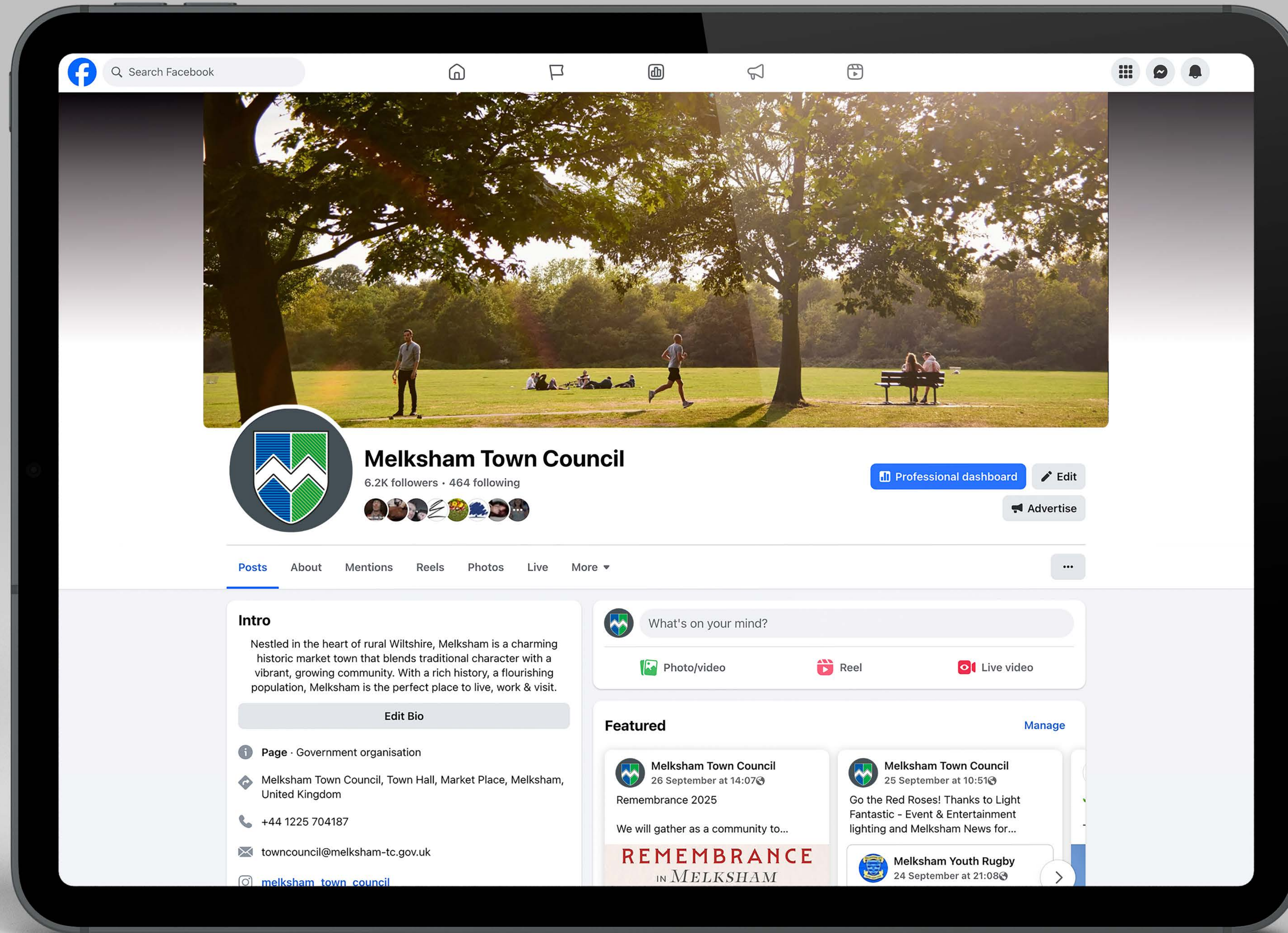
#loveMelsham call-to-action can be used as a sign-off on official documents.

examples website

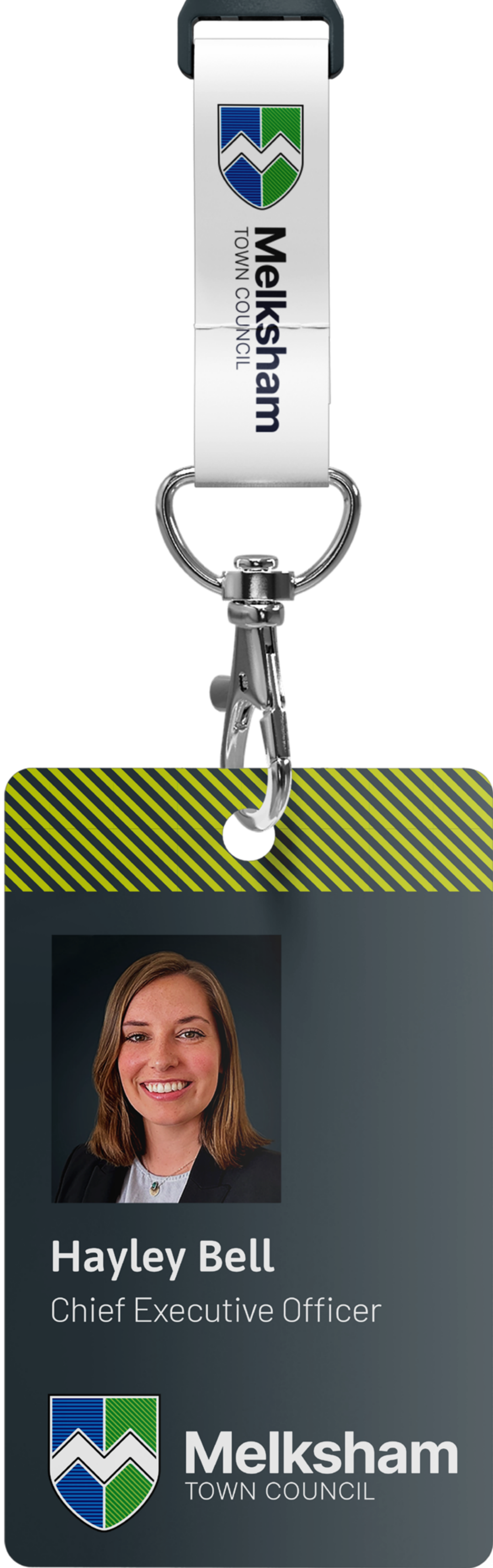


Our website needs to be updated to meet WCAG 2.2 AA Accessibility in order to comply with Assertion 10.

examples Facebook



examples | lanyard



examples | livery



examples | livery



examples | high vis



examples | high vis



examples | caps





examples | lamppost banner

examples | gazebo



Gazebos currently have a .co.uk web address and need to be updated soon to .gov.uk for Assertion 10 compliance.

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Police crackdown begins as e-scooter seized in Melksham

THE police operation to crack down on illegal e-scooters is in full swing, as Melksham Police report seizing and destroying an e-scooter that was being ridden dangerously on the pavements around Melksham.

From 1st August, anyone stopped riding an illegal e-scooter or modified high-powered e-bike can expect it to be seized and destroyed under a new police operation, launched in response to numerous complaints about safety and antisocial behaviour.

After seizing an e-scooter in Melksham, the police said: "The rider refused to stop however officers, knowing the offender, attended his home address and seized the scooter when he arrived home still riding the scooter."

Earlier this month, one resident expressed concern that there is an "accident waiting to happen in Bowerhill" after regularly seeing an e-scooter rider speeding in a residential area.

The police said: "We appreciate the public concern around e-scooters and e-bikes – those seen riding them illegally can expect to have them seized. As they are unroadworthy, you won't be able to get them back."

"Please remember that e-scooters are illegal to ride in public areas unless they are officially rented to an approved trial area, which Wiltshire does not have."

Picture: The E-scooter

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Melksham, SN12 0JU

White Horse Enterprise Centre,
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Melksham recognises award-winning gardeners

MELKSHAM'S award-winning gardeners have been recognised following this year's Melksham Gardens competition.

The competition, organised by Melksham Town Council, received a wide variety of entries from individuals, schools, businesses and community groups across the town.

A panel of judges, including local councillors, residents and volunteers, toured each of the gardens and were impressed by the quality, creativity and dedication on display.

This year's winners include Bryan and Veronica Sandford, who took first place for Best Front Garden, with Kerry Rowell in second place, while Philip McMullen won Best Rear Garden and Kevin Bradley and Nikki Rowe shared second place. In the Best Courtyard or Paved Area category, Alkeric Primary School took first place. Mofter was awarded Best Environmental Garden, Gabe Elliott won first place and Sylvia Booth second. For Water Features, David Gray was awarded first place, with David Walker in second.

Best External Business or Community Premises
Best Rear Garden
Best Courtyard or Paved Area
Best Front Garden
Best Environmental Garden

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1-5 MARKET PLACE | MELKSHAM | SN12 6ES

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HAMPTON PARK WEST
MELKSHAM
SN12 6JH

Phone Number:
01225 803187
Website:
www.jwtilling.com

Melksham TOWN COUNCIL

NEWSLETTER
Summer 2026

Big heart

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Saffi's LETTER

COUNCILLOR SAFFI RABEY

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examples | letterhead



Facilities and assets manager

Job description and person specification

Issue date: September 2025

DETAILS OF POST

Job title	Facilities and assets manager
Department	Facilities and neighbourhoods
NJC Scale	32 - 35
Salary range FTE	£42,839 - £46,142 per annum
Hours of work	37 hours per week Monday – Thursday 07:30-15:30; Friday 07:30 -15:00
Status	Permanent
Responsible to	Director of Estates, Assets & Operational Services
Based	Melksham Town Council, Market Place, Melksham SN12 6ES

CONTACTS

The post holder should expect to have contact with:

- Town Council councillors and employees
- Members of the public
- Community organisations and their representatives
- Clients and suppliers
- Other Council service users

Town Hall, Market Place, Melksham SN12 6ES
towncouncil@melksham-tc.gov.uk | 01225 704 187

melksham-tc.gov.uk



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towncouncil@melksham-tc.gov.uk | 01225 704 187

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examples | noticeboards | before/after



examples | bus stop



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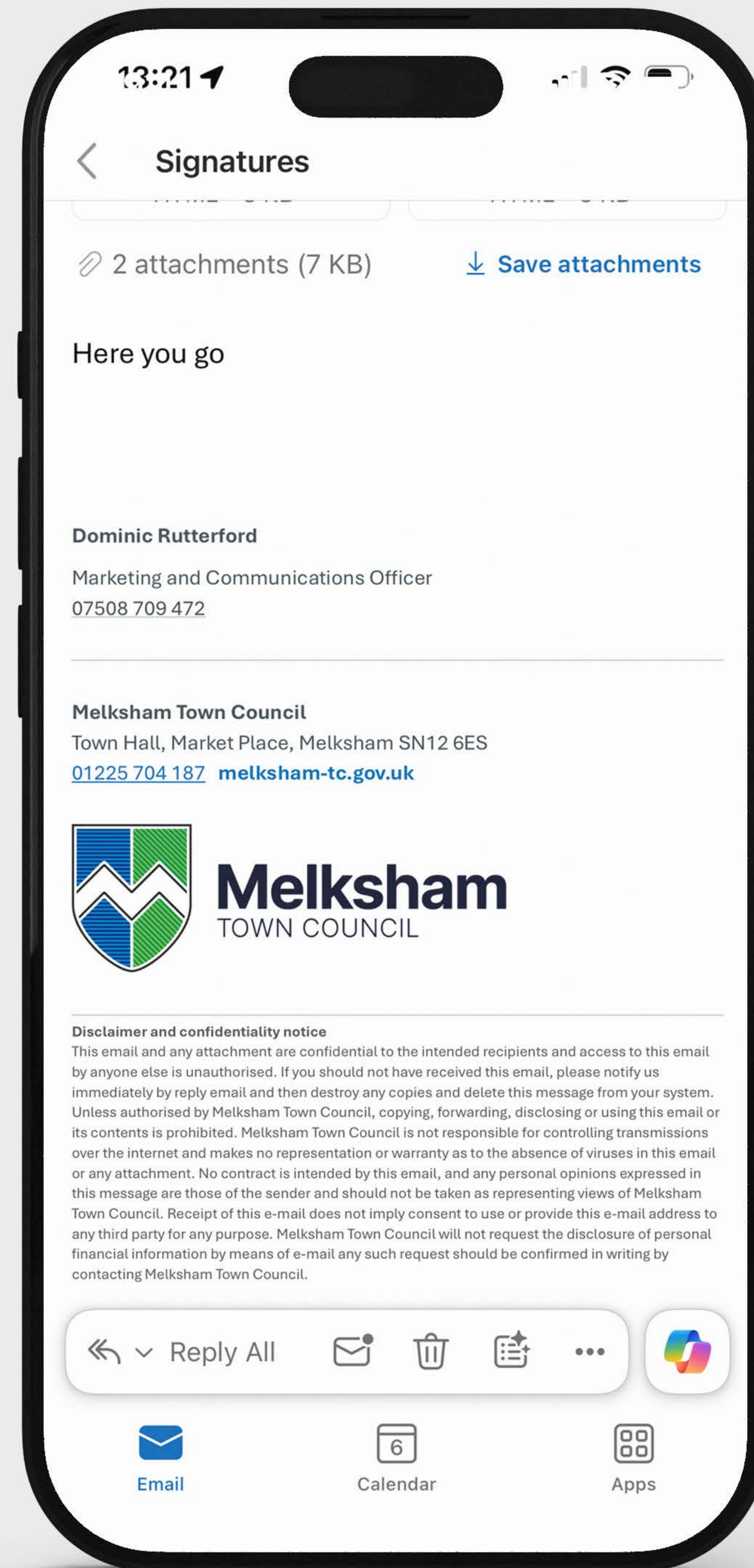
Bus Information

Route	Days	Start	End
1	Mon-Fri	07:00	08:00
2	Mon-Fri	08:00	09:00
3	Mon-Fri	09:00	10:00
4	Mon-Fri	10:00	11:00
5	Mon-Fri	11:00	12:00
6	Mon-Fri	12:00	13:00
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165	Mon-Fri	03:00	04:00
166	Mon-Fri	04:00	05:00
167	Mon-Fri	05:00	06:00
168	Mon-Fri	06:00	07:00
169	Mon-Fri	07:00	08:00
170	Mon-Fri	08:00	09:00
171	Mon-Fri	09:00	10:00
172	Mon-Fri	10:00	11:00
173	Mon-Fri	11:00	12:00
174	Mon-Fri	12:00	13:00
175	Mon-Fri	13:00	14:00
176	Mon-Fri	14:00	15:00
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183	Mon-Fri	21:00	22:00
184	Mon-Fri	22:00	23:00
185	Mon-Fri	23:00	00:00
186	Mon-Fri	00:00	01:00
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190	Mon-Fri	04:00	05:00
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212	Mon-Fri	02:00	03:00
213	Mon-Fri	03:00	04:00
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259	Mon-Fri	01:00	02:00
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264	Mon-Fri	06:00	07:00
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279	Mon-Fri	21:00	22:00
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282	Mon-Fri	00:00	01:00
283	Mon-Fri	01:00	02:00
284	Mon-Fri	02:00	03:00
285	Mon-Fri	03:00	04:00
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298	Mon-Fri	16:00	17:00
299	Mon-Fri	17:00	18:00
300	Mon-Fri	18:00	19:00

examples | bin sticker



examples | email signature



rollout

rollout | existing traditional touchpoints

The brand rationalisation with its link to the crest makes a gradual, organic rollout more achievable. Therefore, it is intended that as traditional communication touchpoints near their natural end-of-life we will replace with new ones featuring the revised brand elements.

This strategy means there will be no wastage, no large front-loaded spend and cost no more than replacing like-for-like.

There is also no increase in human resources to produce these items as there are no existing usable files of previous artwork. This means everything needs to be reproduced from scratch regardless of the brand elements deployed.

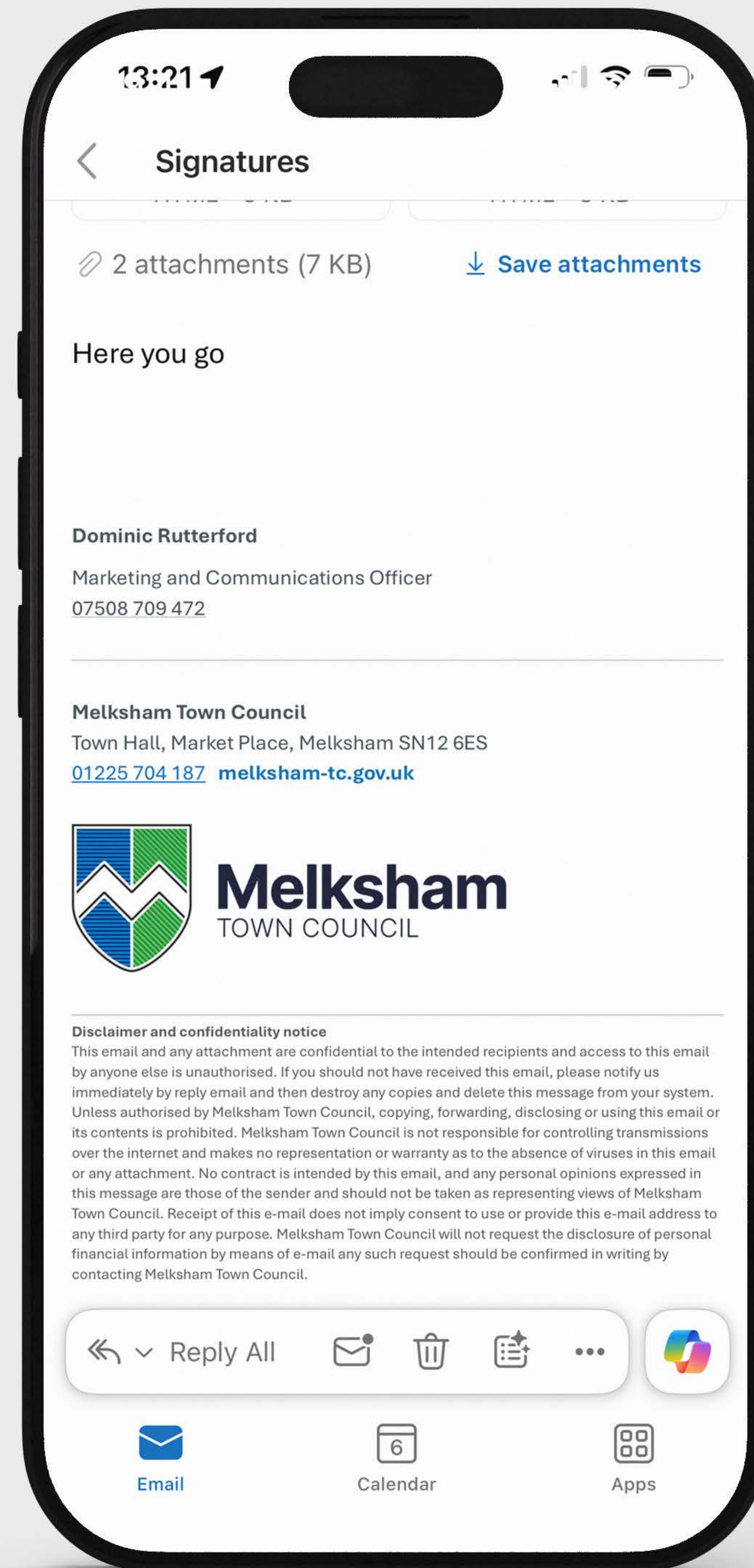
In other words, it costs the same and takes the same amount of time to replace these touchpoints with smarter, fit for purpose and considered brand elements as it does to continue with the status quo.

Some examples of touchpoints at the end of their lives are featured here.



rollout | digital touchpoints

Digital templates, eg. letterheads and email signatures are easy to adapt at **low-cost thanks to the in-house skills of our team.**



rollout | recently acquired assets

Some newer touchpoints have been designed with the brand rationalisation in mind, eg. electric vans, where a simple swap of the logo is possible.



thank you