



# Community

**Agenda for** 08/06/26 @ 19:00 or on the rising of the Grants meeting, whichever is the later.

[melksham-tc.gov.uk/meetings](http://melksham-tc.gov.uk/meetings)



**Melksham**  
TOWN COUNCIL



Friday 29 May 2026

Dear Councillors J Westbrook, P Aves, E Calland, J Crossley, G Elson, T Price and A Whitlock

## **Ref: Community Meeting, Monday 8 June 2026**

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

Monday 8 June 2026, to be held at 19.00 or on the rising of the Grants meeting, whichever is the later in the Council Chamber, Melksham Town Hall, Market Place, Melksham, SN12 6ES.

The quorum for Community Development 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/4emu86v7> . 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 questions 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



## Community Development Committee Terms of Reference

The Community Development Committee will be responsible for matters relating to all events staged, managed or involved with in relation to the Town. This will involve the preparation and management of event planning and gaining relevant permissions required.

### 1. **Membership** – seven elected Members.

- 1.1 Invited officers and volunteers to enable events to be run, who have 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 been delegated to deal with the following matters on an ongoing basis or to conclusion:

- 2.1 All community events;
- 2.2 Community activities and engagement including the development of a community group network;
- 2.3 Community Hub – virtual or physical;
- 2.4 Public Arts Projects;
- 2.5 South-West in Bloom and Melksham Gardening Competition;
- 2.6 Marketing and Promotion;
- 2.7 Civic Awards;
- 2.8 Review all budget lines and monthly accounts for all events;
- 2.9 To work with and support existing and new community groups, clubs, and centres.
- 2.10 Allocation of grants within the agreed criteria and budget of the Town Council

### 3. **Referred Business** – To consider and make recommendations to the Town Council on the following matters:

- 3.1 Budget estimates, to be prepared no later than September each year and submitted to the RFO;



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TOWN COUNCIL

- 3.2 To approve expenditure within budget and to refer any requests for expenditure over budget to Full Council;
- 3.3 To approve expenditure for projects allocated within Earmarked Reserves.

## Agenda

### Community

- |  |               |
|--|---------------|
| <b>1. Apologies</b>  | 19.00 – 19.01 |
| To receive and consider acceptance for apologies and absences.<br>(Local Government Act, 1972 s.85)              |               |
| <b>2. Declaration of interests</b>   | 19.01 – 19.02 |
| To declare an interest relating to the business of the meeting.<br>(Melksham Town Council Code of Conduct)       |               |
| <b>3. Minutes</b>  | 19.02 – 19.05 |
| To approve the minutes of the previous meeting 23 March 2026<br>(Local Government Act 1972, s. 12)               |               |
| <b>4. Public participation</b>   | 19.05 – 19.25 |
| To allow public participation, 3 minutes per person; 20-minute allocation.<br>(Local Government Act 1972, s. 12) |               |
| <b>5. Vice Chair</b>   |               |
| To elect a Vice Chair of the Committee.  |               |

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### Items 6 to 32 Community Report

- 6. Water Safety, Access and Potential Designated Bathing Water Proposal**  
For decision
- 7. KGV Income Summary**  
To note
- 8. Holiday Films**  
To note
- 9. Friends of Rivermead School Easter Trail**  
To note
- 10. Melksham Town FC U10 Falcons Sponsored Cycle Ride**



To note

**11. Melksham Health & Wellbeing Meeting**

To note the minutes of 7 May 2026.

**12. John Jennings Fun Fair**

To note

**13. Meet Melksham: Community Discovery Event**

For decision on repeating the event

**14. Shine Outdoors**

To note

**15. Inflatable Theme Park**

To note

**16. May Circus Skills Workshop**

To note

**17. Film: WALL-E**

To note

**18. Friday Night Live**

To note

**19. Park Run**

To note

**20. Melksham Makers Market**

To note

**21. Melksham Gardening Competition**

To note

**22. Us Girls**

To note

**23. Summer Holiday Free Films**

To note



**24. August Circus Skills Workshop**

To note

**25. Melksham Festival: ShamJam**

For decision on name.

**26. Melksham at Christmas**

To note

**27. Park Yoga**

To note

**28. Age UK Wiltshire**

To note

**29. Bra Bank**

To note

**30. Wiltshire Digital Drive**

To note

**31. Entertainer Register**

To note

**32. Mayoral Updates**

To note

**Items 33 to 39 Communications Report**

**33. Brand Rationisation**

To note

**34. Town Plan – Printed Copy and Accessible PDF**

To note

**35. Press Releases and Media Engagement**

To note

**36. Website Audit and Accessibility (AGAR Assertion 10)**

For decision



**37. Council Newsletter**

To note

**38. Meta (Facebook) Performance Stats**

To note

**39. Website Performance**

To note

**Items 40 to 46 Partnership Report**

**40. Community Toilet Scheme**

To note

**41. Parking Redemption Scheme**

To note

**42. Hanging Baskets**

To note

**43. Partnership Newsletter**

To note

**44. LinkedIn**

To note

**45. Business Partnerships - Events**

To note

**46. Roundabout Sponsorship**

To note

**Melksham Town Council**  
**Minutes of the Community Development Committee**  
**on Monday 23<sup>rd</sup> March 2026**

|               |                              |                             |
|---------------|------------------------------|-----------------------------|
| PRESENT:      | Councillor J Westbrook       | Chair                       |
|               | Councillor R Cleary          | Vice Chair                  |
|               | Councillor P Aves            |                             |
|               | Councillor E Calland         |                             |
|               | Councillor G Elson           |                             |
|               | Councillor M Drewett         |                             |
|               | Councillor S Rabey           |                             |
| IN ATTENDANCE | Councillor J Oatley          |                             |
|               | Councillor A Westbrook       |                             |
|               | Councillor A Whitlock        |                             |
| OFFICERS      | Ian Cunningham               | Community Officer           |
|               | Amelie Huxtable              | Placement Student           |
|               | Andrew Meacham               | Committee Clerk             |
|               | Dominic Rutterford (virtual) | Comms and Marketing Officer |

PUBLIC 2 members of the public were present and three members of the public were present virtually

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#### **41/25 Apologies**

There were no apologies, all members being present

#### **42/25 Declaration of Interest**

There were no declarations of interest.

#### **43/25 Minutes**

The minutes of 8<sup>th</sup> December 2025, having been previously circulated, were approved as a correct record and signed by the Chair Councillor J Westbrook.

#### **44/25 Public Participation**

Residents 1 & 2. Wanted to talk about proposing another legal arts wall. Underpass is a success and allows local artists to showcase their skills legally and safely. There are places in Melksham that another wall could be installed. The current wall has helped to reduce graffiti and vandalism in the Town.

Councillors were in favour. The Chair announced that Melksham Town Council had been awarded a grant of £1760 for street art and legal walls.

#### **45/25 Winter Wonderland 2026**

This item was advanced up the agenda.

Representatives of the Kingston Group gave a presentation for a Winter Wonderland event in KGV Playing Fields. All costs would be borne by Kingston Group, who would also pay hire charges for the KGV. Members asked questions and noted that the booking was a matter for officers but agreed to vote on expressing support.

It was proposed by Councillor J Westbrook, seconded by Councillor Cleary and

**UNANIMOUSLY RESOLVED** to express support for the event.

#### **46/25 Portable Sound System**

This item was advanced up the agenda as the decision would affect agenda item 5.

Members discussed the quality and whether a system that could be used in the Assembly Hall and outside should be considered.

It was proposed by Councillor J Westbrook, seconded by Councillor Rabey and

**RESOLVED** to purchase 2 portable PA units and microphones, funded from 303-4437 Events/General Events.

#### **47/25 Melksham Friday Evening Marketplace Community Entertainment Initiative**

Members felt that the event should be monthly rather than weekly and requested the event showcase up and coming local bands, battle of the bands, spoken word events and other entertainments.

There was discussion on whether funding should be from events budget or Assembly Hall budget. Members requested the matter be referred to the next Finance Committee meeting for a decision.

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

**UNANIMOUSLY RESOLVED** to approve a trial Friday Evening Entertainment Event, initially on the last Friday of the month with continuous review.

#### **48/25 Meet Melksham**

Suggestions made:

- Could the £5 fee could be refundable for charities
- Could the event possibly be held in the Town Hall rather than the Assembly Hall.

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

**UNANIMOUSLY RESOLVED** to approve the Meet Melksham event and allocate hall hire from community events budget 2026-2027.

**49/25 Melksham Community Support**

Thanks were expressed to Melksham Community Support for the work done.

The report was noted.

**50/25 Christmas Light Switch-On 2025**

Special mention was made of the Friends of Gifford Toy Drive.

The report was noted.

**51/25 Grants**

The report was noted.

**52/25 Carols by the Tree**

The report was noted.

**53/25 ATB Skate Event**

The report was noted.

**54/25 Makers Market January 2025**

The report was noted.

**55/25 Pancake Race 2026**

Suggestions made:

- Event to be held on the weekend before Shrove Tuesday
- Pancakes to be sold at the event

The report was noted.

**56/25 Flag/Bunting Workshops**

Suggestion: Charge a refundable £1 deposit

The report was noted.

**57/25 Half-Term Film Screening**

Suggestions:

- Charge a nominal fee for parents and include a snack
- Speak to Melksham House School for guidance on the SEND screening

The report was noted.

**58/25 Letters to Heaven**

Suggestions:

- Signage in the cemetery
- Share with local funeral directors.

The report was noted.

**59/25 Banner Making Workshop**

The report was noted.

**60/25 Free the Night**

Suggestion: Book a Samba Band next time.

Requested to next Community Development agenda for consideration of making it an annual event.

The report was noted.

**61/25 Great British Spring Clean**

The report was noted.

**62/25 Melksham Vegan Market**

The report was noted.

**63/25 Free Films**

Suggestion: Consider a nominal charge

The report was noted.

**64/25 Melksham Mascot Competition**

It was proposed by Councillor J Westbrook, seconded by Councillor Rabey and

**UNANIMOUSLY RESOLVED** to delegate to officers authority to spend the Holiday Activities Budget on events as they see fit.

**65/25 Park Yoga**

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

**UNANIMOUSLY RESOLVED** to support as per budget allocation.

**66/25 World Friendship Day**

The report was noted.

**67/25 Park Play**

The report was noted.

**68/25 Bands by the Bridge**

Suggestion: Amend booking terms so that any event that fences off more than 50% of the KGV must be approved by Full Council. (Amended terms will come to Full Council to vote)

The report was noted.

**69/25 Adventure Centre Safety Event**

The report was noted.

**70/25 Armed Forces Day Picnic**

The report was noted.

**71/25 Melksham Festival/Melksham fringe Festival**

Suggestions:

- Name it The Melksham Festival.
- Start to publicise now.

The report was noted.

**72/25 Remembrance Parade 2026**

The report was noted.

**73/25 Christmas 2026 Report**

The report was noted

**74/25 Christmas 2026 Switch-On**

Suggestions:

- Liaise with Kingstons about Winter Wonderland/Light Switch-On Event overlap.
- Ensure security are clear on access to and from the Campus

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

**UNANIMOUSLY RESOLVED** to move road closure from 12noon to 13;30 and the event start from 14:00 to 15:00.

**75/25 Carols by the Tree 2026**

With the proviso that Friday was 18<sup>th</sup> December, not 19<sup>th</sup> December, the report was noted.

**76/25 Bra Bank**

Suggestion: Try to get other locations in town involved.

The report was noted.

**77/25 Candle Collection**

The report was noted.

**78/25 Wiltshire Digital Drive**

The report was noted.

**79/25 Lighting up the Town Hall**

The report was noted

**80/25 Mayoral Updates**

The Town Mayor Councillor Rabey advised that supplemental to the report, she was attending a Chatty Café session the next day.

The report was noted.

**81/25 Armed Forces Covenant**

It was proposed by Councillor J Westbrook, seconded by Councillor Elson and

**UNANIMOUSLY RESOLVED** to delegate authority to the CEO, People Officer and Community Officer to make recommendations to Personnel Committee on specific components of the Covenant that would be appropriate to Melksham.

**82/25 Partnership Officers Report**

Thanks and congratulations were expressed to the Partnership Officer for her good work on roundabout sponsorship.

The report was noted.

Meeting closed at: 21:22

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Signed ..... Dated .....



# Community

**Report for:** 08/06/26 @ 19:00

[melksham-tc.gov.uk/meetings](http://melksham-tc.gov.uk/meetings)



**Melksham**  
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## Community report for Community meeting 08.06.26

This section provides an update on community activity since the last Community committee meeting on 23 March, outlining progress to date and setting out next steps. The agenda items that follow set out where work is currently at and how community development activity will continue to develop over the coming period.

### **River Avon - King George V Park: Water Safety, Access and Potential Designated Bathing Water Proposal**

The River Avon at King George V Park is a significant natural and recreational asset for Melksham. It contributes to the setting, identity and attractiveness of the town and supports informal recreation, paddlesport activity and growing public interest in wild swimming and other water-based use. However, the river environment also presents material safety and public health risks, including deep water, cold water shock, strong or variable flow conditions, slips, falls from the bank, rescue access challenges and variable water quality. This report sets out a balanced approach: protecting public safety, supporting responsible enjoyment, and considering whether a future application for designated bathing water status should be explored with partners and relevant agencies.

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#### Why

The council has a clear interest in ensuring that spaces it owns, manages or influences are as safe as reasonably practicable and that risks are understood and managed in partnership. National evidence demonstrates why this is important. The National Water Safety Forum reported 193 accidental water-related fatalities across the UK in 2024, with 136 in England; 61% occurred in inland waterways such as rivers, canals, lakes and reservoirs, and 84% of those who died were male. RLSS UK also notes that many people who drown did not intend to enter the water, highlighting the risk to walkers, children, runners and other waterside users as well as swimmers. Locally, public concern has increased following reports of near misses on the River Avon in Melksham and calls for additional safety measures near King George V Park. At the same time, there is increasing community interest in healthier and more active use of rivers. A structured programme of safety improvement and evidence gathering would therefore support public safety, partnership working and informed decision-making about any future bathing water proposal.

The focus area is the River Avon corridor adjoining King George V Park, Melksham, including access points, adjacent parkland, informal entry locations, launch areas and sections used by organised and informal river users.

This report is intended to inform immediate safety planning for summer 2026 and a phased programme aligned to the bathing water application process in England. If members wished to explore a future application, the practical evidence-gathering window would need to take place

during the bathing season, which runs from 15 May to 30 September. User surveys should therefore be carried out during that period, ideally on weekends, bank holidays and school holidays when the site is busiest. An application would then need to be prepared using evidence gathered in the same year as submission. On that basis, the earliest realistic timetable would be: summer 2026 for initial risk assessment, partner engagement and baseline planning; bathing season 2027 for formal user surveys and evidence collection; late 2027 for submission if the evidence supports proceeding; and then Defra and Environment Agency assessment, consultation and decision-making thereafter.

#### Who

Key local partners should include the Adventure Centre, canoeing club, wild swimmers, paddleboard community, Wiltshire and Swindon Sport, local schools and relevant community volunteers. Wider delivery and advisory partners should include Wiltshire Council, the Environment Agency, Defra, Wessex Water, Wiltshire Police, Dorset and Wiltshire Fire and Rescue Service, South Western Ambulance Service, RLSS UK, the National Water Safety Forum, RoSPA, the Canal & River Trust where relevant to connected infrastructure, local landowners and any governing bodies or insurers linked to specific activities or sites.

#### Impact

The River Avon is both an opportunity and a risk for Melksham. Done well, a river safety programme could reduce the likelihood and severity of incidents, support healthier activity, improve public awareness and clarify roles and responsibilities between the council and partners. It could also strengthen the evidence base for future investment and help the town respond to growing public interest in swimming, paddlesports and wider river access. A future application for designated bathing water status with Defra would not in itself make the river “safe” to swim, nor would it remove other risks such as depth, currents or cold water shock. What it would do is create a formal bathing water designation if the statutory tests are met, after which the Environment Agency would monitor water quality during the bathing season, from 15 May to 30 September, and publish annual classifications of excellent, good, sufficient or poor. Designation is therefore primarily about protecting bathers’ health through monitoring and public information, not guaranteeing safety or immediately improving water quality.

If members wish to explore designation, the current GOV.UK guidance makes clear that the application must be evidence-led and site-specific. The proposed bathing water must be a coastal or inland water, attract an average of at least 100 bathers a day during the bathing season, and have toilet facilities bathers can use within a short distance of up to about 500 metres, together with facilities or other measures that promote bathing. The application must include a map or Ordnance Survey grid references showing the exact bathing area or river stretch; letters of support from the local authority and each landowner if the land is privately owned; information on toilet provision; the number of bathers recorded on at least two of the busiest days during the bathing season; photographs taken during each survey; results from a local consultation; any known safety issues; and details of any environmentally protected sites

that may be affected. Defra advises that the user surveys must be carried out in person, in the same year as the application, over up to four hours at the busiest times of day. The bather count should include swimmers, children paddling and similar bathers, but not other water users such as paddleboarders or kayakers for the purpose of the eligibility threshold.

The likely process and timescale should be presented realistically. Once a complete application is submitted, Defra assesses whether it contains the required evidence. Under the updated guidance, there is also a new Environment Agency assessment stage before consultation. If the application is considered complete, Defra publishes it for consultation and seeks views from relevant stakeholders, including the Environment Agency and the relevant water company. Earlier Defra process guidance indicates a six-week consultation period followed by a final decision within around four weeks of consultation closing, although requests for further information can pause the process and restart consultation if significant additional evidence is required. In practical terms, this means that even if local evidence collection is completed in one bathing season, designation is not immediate and should be treated as a medium-term project. The benefits of this approach could include better public information, clearer signage, improved emergency response readiness, stronger partnership working, more confident and responsible use of the river, and stronger leverage for future environmental and public health improvements. Concerns and constraints also need to be stated clearly. Inland bathing waters can be difficult to improve quickly because rivers are affected by multiple sources of contamination, including agricultural run-off, urban drainage, wildlife and sewage infrastructure. Publicly available discharge reporting for the Melksham area indicates repeated sewage spill events affecting the River Avon in recent years, which underlines the need for caution and robust evidence before encouraging bathing. There are also practical issues around supervision, maintenance, vandalism of equipment, rescue access, insurance and managing public expectations.

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Immediate and proportionate safety measures should be considered irrespective of any bathing water decision. These could include site-specific warning and advisory signage, rescue-point signage, emergency location markers, throwlines, lifebuoys with housings, routine inspection arrangements, rescue access review, vegetation and visibility management, public campaign messaging and partner training. Indicative equipment costs from UK suppliers suggest that a lifebuoy with housing and line may start from around £136 to £165 plus VAT for a budget set, with more robust cabinets and mounting arrangements costing more; dedicated throwline cabinets are advertised at approximately £165 to £245 plus VAT. Additional costs may include posts, installation, artwork, inspection, maintenance and replacement after misuse or vandalism. Potential funding sources could include council community safety or public realm budgets, Area Board or local grant programmes, Wiltshire and Swindon Sport funding opportunities, sponsorship from local businesses, developer contributions where relevant, environmental grant schemes, charitable support, fundraising by local clubs, and partnership contributions in kind. Signage should be clear, consistent and professionally designed, using

recognised lifesaving messages such as emergency instructions, “Float to Live” and “Call, Tell, Throw”, while also making clear that water quality and river conditions can change rapidly.

**Key references (plain text):**

National Water Safety Forum - Evidence and Data: <https://nationalwatersafety.org.uk/evidence-and-data>

National Water Safety Forum - WAID Reports: <https://nationalwatersafety.org.uk/evidence-and-data/waid-reports>

RLSS UK - Drowning Facts: <https://www.rlss.org.uk/drowning-facts>

RoSPA - Public urged to Respect the Water as 2024 accidental water-related fatality data released: <https://www.rospa.com/health-and-safety-news/public-urged-to-respect-the-water-as-2024-accidental-water-related-fatality-data-released>

GOV.UK - Bathing waters: apply to designate or de-designate:

<https://www.gov.uk/government/publications/bathing-waters-apply-to-designate-or-de-designate>

GOV.UK - Designate a bathing water: guidance on how to apply:

<https://www.gov.uk/government/publications/bathing-waters-apply-to-designate-or-de-designate/designate-a-bathing-water-guidance-on-how-to-apply>

GOV.UK - Bathing waters collection: <https://www.gov.uk/government/collections/bathing-waters>

Defra consultation hub - proposed bathing water sites: <https://consult.defra.gov.uk/water/13-proposed-bathing-water-sites/>

Environment Agency bathing water information hub:

<https://engageenvironmentagency.uk.engagementhq.com/bathing-waters>

HSE - Prevention of drowning: <https://www.hse.gov.uk/construction/safetytopics/prevention-of-drowning.htm>

Local Government Association - Water safety toolkit: <https://www.local.gov.uk/topics/severe-weather/severe-weather-hub/water-safety-toolkit>

Melksham News - Calls for urgent safety measures after children rescued from river:

<https://melkshamnews.com/calls-for-urgent-safety-measures-after-children-rescued-from-river/>

**Financial implications**

There would be officer time implications for coordination, risk assessment, stakeholder engagement, inspections, and communications.

**Alignment with Town Plan**

C1.05 - Promote health & wellbeing

C1.06 - Expand sport and leisure opportunities

C1.11 - Work in partnership with local organisations and businesses

C1.12 - Connect residents and communities

E2.17 - Work with partners to deliver wider environmental benefits

E2.20 - Celebrate the natural beauty of the River Avon

V6.05 - Support community use of venues and public spaces

### Recommendation

That councillors note the report and consider whether to:

- 1) Support immediate multi-agency water safety improvements at the River Avon by King George V Park;
- 2) Influence water safety community courses
- 3) Invite local user groups and agencies to form a water safety working group
- 4) The council to complete the required consultation and apply in 2026 as a future designated bathing water application with Defra.
- 5) Future items on this project will be reported to Assets and Facilities

### KGV Income Summary

Budget code: 1192/190

Annual income target: £2,200.00. Through continued promotion of the venues and strong enquiry levels for additional bookings, we are pleased to report that the 2026-2027 income target has been achieved and that we are £475 above the annual target in Q1.

| Booking                 | Date           | Income        |
|-------------------------|----------------|---------------|
| John Jennings Fun Fair  | 14-17 May 2026 | £1,400        |
| Inflatable Theme Park   | 26-29 May 2026 | £1,275        |
| <b>Total income Q1</b>  |                | <b>£2,675</b> |
| <b>Target 2026-2027</b> |                | <b>£2,200</b> |

### 2<sup>nd</sup> April 2026 - Film: Over the Hedge and 10<sup>th</sup> April 2026 - Film: Flushed Away

What

Free films on Thursdays during half-terms and holidays for children, with low-cost light refreshments available on-site.



#### Why

To provide a free activity for local children.

#### Where

Melksham Assembly Hall, Market Place, Melksham, SN12 6ES

#### When

Thursdays, SEND session 10am; general screening 14pm.

#### Who

Local families.

#### Impact

The SEND sessions had small bookings (3 & 4) but no one actually attended.

2<sup>nd</sup> April - attendees ~ 60 (from booking of 81)

April 10<sup>th</sup> - the exceptionally good weather meant a very low bookings & conversion rate (booking to attendees) around 15 from 35 bookings.

We were able to test run our new popcorn machine.

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#### Financial implications

Staff time totalled approximately six hours, including session supervision, room setup, film planning and booking administration.

The new popcorn machine will also be available to hall hirers. A charge of £100 is currently being considered, including staff operation and popcorn.

#### Alignment with Town Plan

C1.04 - Deliver and support community events

C1.06 - Expand sport and leisure opportunities

V6.01 - Maximise use of our venues

V6.02 - Deliver a diverse events programme

V6.05 - Support community use of venues

#### Councillors' action

To note.

## **4<sup>th</sup> April 2026 - King George V Playing Field: Friends of Rivermead School Easter Trail**

### What

Friends of Rivermead School Easter Trail at KGV Playing Field for local families. The event included a trail activity, craft sales, glitter tattoos, a bouncy castle and a mobile climbing wall.

### Why

Raise funds for Friends of Rivermead School and promote the school to local families.

### Where

King George V Playing Field.

### When

Saturday 4th April 2026. Public event time 11:00am to 3:00pm.

### Who

Friends of Rivermead School.

### **Impact**

A family-friendly fundraising activity and included several attractions to encourage attendance. Planning documents show that the organisers put arrangements in place for accessibility, clear signage, permanently staffed stalls, and a central point for lost children. The event also involved coordination with the Town Council to allow access for set-up and clear-up, and to provide electricity on site.

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### **Financial implications**

KGV provided free of charge. Staff time to review the event management plan, risk assessment and supplier documents, confirm access arrangements, and support site access and utilities.

### **Alignment with Town Plan**

- C1.04 - Deliver and support community events
- C1.07 - Support community groups
- C1.12 - Connect residents and communities
- V6.05 - Support community use of venues

### **Councillors' action**

To note.

## **11th April 2026 - King George V Playing Field: Melksham Town FC U10 Falcons Sponsored Cycle Ride**

### **What**

Melksham Town FC U10 Falcons held a sponsored cycle ride at King George V Playing Field as part of the club's "Project 150" fundraising campaign.

### **Why**

Supported fundraising towards a new 3G pitch for Melksham Town FC to improve year-round training opportunities for local young players.

### **Where**

King George V Playing Field.

### **When**

Saturday 11th April 2026, starting at 1:00pm.

### **Who**

Melksham Town FC U10 Falcons, supported by parents and organisers.

### **Impact**

The cycle ride supported Melksham Town FC's 150th anniversary Project 150 campaign. [raising £1,381 by early May]. Team challenge, with marshals, a risk assessment and a protocol to reduce disruption to other park users.

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### **Financial implications**

King George V Playing Field was provided free of charge. Staff time was required to review the risk assessment and related documentation, give permission for the event, and inspect arrangements.

### **Alignment with Town Plan**

C1.04 - Deliver and support community events

C1.06 - Expand sport and leisure opportunities

V6.01 - Maximise use of our venues

V6.05 - Support community use of venues

### **Councillors' action**

To note.

## **7<sup>th</sup> May 2026 - Melksham Health & Wellbeing meeting**

What

Why

Where

When

Who

**Impact**

Various - keeps the council informed about local initiatives around health and wellbeing through networking.

**Financial implications**

Staff time attending (2 hours)

**Alignment with Town Plan**

C1.12 - Connect residents and communities

C1.05 - Promote health & wellbeing

C1.07 - Support community groups

R4.04 - Connect with the community

**Councillors' action**

To note minutes.

24

**14<sup>th</sup> - 17<sup>th</sup> May 2026 - King George V booking: John Jennings Fun Fair**

What

John Jennings Fun Fair brought a traditional travelling funfair to King George V Playing Field, with rides and attractions for local residents and visitors.

Why

To support community entertainment and make use of King George V Playing Field as an event space.

Where

King George V Playing Field

When

Thursday 14th to Sunday 17th May 2026.

Who

John Jennings Fun Fair, for local residents and visitors.

**Financial implications**

Booking by John Jennings Fun Fair.

A four-day booking, for a total charge of £1400 + VAT.

Staff time: Occupants of properties adjacent to the park received letters regarding the details of the event before it began. Officers met with the organiser and inspected the site and staff gave access.

### **Alignment with Town Plan**

C1.04 - Deliver and support community events

V6.01 - Maximise use of our venues

V6.02 - Deliver a diverse events programme

### **Councillors' action**

To note.

## **16<sup>th</sup> May 2026 - Meet Melksham: Community Discovery Event**

What

Meet Melksham provided a space for community groups and local charitable organisations to share what they do, advertise their activities and encourage new members to join them. The event was attended by around 20 local groups but received low footfall from the public.

Why

Platform community groups to promote their activities, find new members, and make residents aware of the opportunities for sports, leisure, and volunteering in Melksham.

Where

Melksham Assembly Hall.

When

Saturday 16<sup>th</sup> May, 10am to 13.00 pm

Who

Local groups, residents.

### **Impact**

Public attendance was not high - this was partly to be expected for a first run, but the promotion of the event should have been better. Due that low public footfall, the event served primarily as a space for groups to network and speak with one another about future opportunities to collaborate and partner.

### **Financial implications**

The event was free to attend for groups and residents. It was held at a council venue and officers time.

### **Alignment with Town Plan**

C1.12 - Connect residents and communities

C1.05 - Promote health & wellbeing

C1.07 - Support community groups

R4.04 - Connect with the community

V6.01 - Maximise use of our venues

V6.02 - Deliver a diverse events programme

V6.05 - Support community use of venues

### **Councillors' action**

To note and to support:

### **Recommendations**

To repeat the event quarterly with improved advertising to the public.

## **25<sup>th</sup> May 2026: King George V booking: Shine Outdoors**

A picnic, a one mile walk and time to socialise and play low impact ball games for adults with learning difficulties and their support workers.

### **Financial implications**

Booking by Queensway Chapel, Shine Friendship Cafe - provided free of charge.

### **Alignment with Town Plan**

C1.04 - Deliver and support community events

V6.01 - Maximise use of our venues

V6.05 - Support community use of venues

### **Councillors' action**

To note.

## **26<sup>th</sup> - 29<sup>th</sup> May 2026: King George V booking: Inflatable Theme Park**

What

Inflatable theme park designed for children and families (chargeable commercial).

#### Why

To provide a family activity during the half-term period and make use of King George V Playing Field as an event space.

#### Where

King George V Playing Field.

#### When

Tuesday 26th to Friday 29th May 2026.

#### Who

Bouncy Castle Kingdom

#### **Financial implications**

Initial booking was for the 26<sup>th</sup> and 27<sup>th</sup> of May, a total of £750 + VAT. The booking was extended two additional days at 25% of usual commercial cost at the CEO's discretion to account for poor trade during the unusually hot weather, for a total of £525 + VAT.

Total charged: £1275 + VAT

27

#### **Alignment with Town Plan**

C1.04 - Deliver and support community events

V6.01 - Maximise use of our venues

V6.02 - Deliver a diverse events programme

V6.05 - Support community use of venues

#### **Councillors' action**

To note.

#### **27<sup>th</sup> May 2026 - Circus Skills Workshop**

##### What

30 minute free show for children followed by 1.5-hour workshop including diablos, plate spinning, juggling and bouncing sticks.

##### Why

To provide free, inclusive holiday activities that encourage creative play, physical activity, and cultural engagement for children and families.

##### Where

King George V Playing Field, Melksham

When

27 May 2026, 2:00pm - 4:00pm

Who

27 May 2026, 2:00pm - 4:00pm

### **Impact**

Around 100 children (and parents) attended over the session.

Several people passed on thanks to the town council - with one visitor saying “Is this put on by the town council? The events in this park are wonderful: I can’t think of any town this size that does so much for families.”

### **Financial implications**

£250 from the holiday activities 4930/190

### **Alignment with Town Plan**

C1.04 - Deliver and support community events

C1.06 - Expand sport and leisure opportunities

C1.09 - Support cultural development

V6.01 - Maximise use of our venues

V6.02 - Deliver a diverse events programme

28

### **Councillors’ action**

To note.

## **28<sup>th</sup> May 2026 - Film: WALL-E**

What

Free films on Thursdays during half-terms and holidays for children, with low-cost light refreshments available on-site.

Why

To provide a free activity for local children.

Where

Melksham Assembly Hall, Market Place, Melksham, SN12 6ES

When

Thursdays, SEND session 10am; general screening 2pm.

Who

Local families.

### **Impact**

there are 61 bookings on the general screening and 6 bookings on the SEND session - 4 attended from 6 booked. The general screening had 20 from 65 bookings - but weather was very fine.

### **Financial implications**

The event is free to attend, and the Assembly Hall is provided free of charge. Popcorn will initially be sold at 50p per cup while we establish demand at a usual attendee count.

### **Alignment with Town Plan**

C1.04 - Deliver and support community events

C1.06 - Expand sport and leisure opportunities

V6.01 - Maximise use of our venues

V6.02 - Deliver a diverse events programme

29

### **Councillors' action**

To note.

## **29<sup>th</sup> May 2026 - 'Friday Light Live'**

What

Friday Light Live is a free early evening town centre event in Melksham Market Place, featuring short live performances in an informal outdoor setting. The pilot event will include a performance by Frome Street Bandits, marching in via the High Street. Small tables and chairs will be set out to create a relaxed space for people to stop, watch and socialise. The Market Place will remain open and no road closures are planned. A small number of local businesses may also attend to promote later evening offers or events.

Why

The event has been developed to bring more people into the town centre on a Friday evening, support local performers, and encourage residents to make use of Melksham's evening economy.

Where

Melksham Market Place and the High Street approach into the town centre.

When

Friday 29th May 2026, 6:00pm to 7:00pm.

Who

The event is organised by Melksham Town Council for residents and visitors. The pilot performance features Frome Street Bandits, with support from local businesses.

### Impact

[The event is scheduled for the day after this report's creation. Verbal update for the meeting]. Friday Light Live is intended to test whether a short, free evening entertainment offer can increase footfall in the town centre and create a welcoming atmosphere for residents. Two businesses have provided flyers to promote themselves "follow on" and Rox & Box plan to bring their coffee stall.

### Financial implications

The pilot event is funded from the existing community events budget. Costs include performer booking, seating and table provision, and staff time for planning, coordination and event delivery. The performer fee for the pilot event was agreed at £250. There has also been officer time spent on developing branding, advertising and stewarding on the night,

30

### Alignment with Town Plan

C1.04 - Deliver and support community events  
B5.04 - Encourage residents to shop local  
C1.09 - Support cultural development  
B5.05 - Enhance the town centre environment  
V6.02 - Deliver a diverse events programme

### Councillors' action

To note.

### 30<sup>th</sup> May 2026, ongoing Saturdays at 9am: King George V booking: Park Run

What

A free weekly 5k community run and walk held at King George V Playing Field. Park Run is not organised by Melksham Town Council, but the council supports it through use of the site.

Why

To provide a regular, accessible opportunity for residents to take part in free physical activity and social connection in an outdoor setting.

Where

King George V Playing Field.

When

Ongoing on Saturday mornings

Who

Park Run volunteers and participants. Melksham Town Council is not the organiser, but was an original funder and continues to support the event through free use of King George V Playing Field.

### **Impact**

parkrun as part of a well-supported and recognised national movement provides a regular, visible and inclusive activity that encourages exercise, routine and community participation.

### **Financial implications**

Melksham Town Council was an original funder of the local Park Run and continues to support it by allowing use of King George V Playing Field free of charge. There is no direct event delivery cost to the council, although officer time may occasionally be required in relation to site use.

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### **Alignment with Town Plan**

C1.04 - Deliver and support community events

C1.12 - Connect residents and communities

C1.06 - Expand sport and leisure opportunities

V6.01 - Maximise use of our venues

V6.05 - Support community use of venues

### **Councillors' action**

To note.

## **25<sup>th</sup> April 2026 & (planned at report time) May 30<sup>th</sup> - Melksham Makers' Market**

What

Melksham Makers' Market is a regular not-for-profit craft and makers' market in the Market Place, supporting local makers, crafters and small businesses. Melksham Town Council supports it through hosting, promotion and some practical set-up, but it is independently organised and curated.

Why

To support local creativity, crafting and small business activity, while increasing footfall and community engagement in the town centre.

Where

Melksham Market Place.

When

Saturday 25th April 2026, then ongoing on the last Saturday of each month, 9:00am to 2:00pm.

Who

Independent makers, crafters, artisan traders and local shoppers. Melksham Town Council supports the market as host and promoter, while the market itself is independently organised.

### **Impact**

The first market of the year was well attended by both the public and traders. It supports local creative businesses, brings people into the town centre and strengthens the Market Place as a regular community space.

### **Financial implications**

The market is intended to be self-funding. Stallholder pitch fees are used to support advertising, promotion and running costs. Melksham Town Council provides some set-up and promotion, using pitch fee income to help sustain the market.

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### **Alignment with Town Plan**

### **Councillors' action**

To note. SLA provided previously.

## **Upcoming: 16<sup>th</sup> July 2026 - Melksham Gardening Competition**

### Melksham Gardening Competition Entry Form 2026 - Fill in form

What

Melksham Gardening Competition is an annual community competition celebrating gardens and growing spaces across the town. The online entry form is available on the Town Council website, and the categories have been slightly tweaked for 2026 to keep the competition fresh and relevant. The categories are:

- Front Garden
- Environmental Garden
- Business or Community Premises
- Courtyard or Paved Area
- Rear Garden
- Single Container or Hanging Basket



- School/Nursery
- Water Feature
- Wildlife-Friendly Garden

#### Why

To encourage community pride, celebrate local gardening efforts, and promote participation in a positive seasonal activity.

#### Where

Entries are invited from across Melksham, with judging taking place at participating locations.

#### When

Entries are open ahead of judging on 16th July 2026. Awards planned at Food & River festival.

#### Who

Residents, allotment holders and local growers entering eligible categories, supported by Melksham Town Council.

#### Impact

Encourages visible civic pride and celebrates the contribution that residents make to the appearance of the town. A simple and accessible way for people to take part in a positive community activity.

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#### Financial implications

Officer time is required for administration, promotion and judging coordination. Any prize or presentation costs are met from the relevant community budget.

#### Alignment with Town Plan

- C1.04 - Deliver and support community events
- C1.05 - Promote health & wellbeing
- C1.12 - Connect residents and communities
- E2.11 - Support biodiversity and nature-friendly spaces
- E2.17 - Work with partners to deliver wider environmental benefits

#### Councillors' action

To note.

### Summer Holiday Activities: Us Girls - Starting 23<sup>rd</sup> July 2026, every Thursday until 27<sup>th</sup> August 2026

What

Us Girls is a six-week summer activity programme for girls aged 11+, offering a different sport or fitness session each Thursday afternoon. The planned activities are: Bath Rugby Foundation introduction to rugby festival at Melksham RFC; EnerGym boot camp; boxing with On the Block Training at The Contender Gym; Future of Football introductory football session; Park Yoga; and gym and spin at Melksham Campus.

#### Why

To provide targeted summer holiday activities for older girls, supporting physical activity, confidence and positive engagement.

#### Where

Sessions will be based around King George V Park and River Mead School, with Kingfisher Court used as the main meeting space at the start of sessions. Some activities will also take place at Melksham RFC, The Contender Gym and Melksham Campus.

#### When

Thursdays, 3:00pm to 4:00pm, on 23 and 30 July and 6, 13, 20 and 27 August 2026.

#### Who

Girls aged 11 and over, with sessions delivered by a mix of external providers and local venues.

34

#### Impact

The programme broadens the summer offer for older girls by providing structured, varied and accessible sessions. Planned session capacities range from 14 to 30 places, depending on the activity, helping to widen access to sport, fitness and wellbeing opportunities during the school holidays.

#### Financial implications

The current estimated cost of the programme is **£454**.

#### Cost breakdown

- Activity providers: **£370**
- Kingfisher Court venue hire: **£84** (6 sessions at £13.15 per session, rounded)

#### Estimated provider costs

Bath Rugby Foundation: £40

EnerGym: £50

On the Block Training (boxing): £100 estimated

Future of Football: £80

Park Yoga: £50

Melksham Campus gym and spin: £50 estimated

### Alignment with Town Plan

C1.04 - Deliver and support community events  
 C1.06 - Expand sport and leisure opportunities  
 C1.05 - Promote health & wellbeing  
 C1.12 - Connect residents and communities  
 V6.02 - Deliver a diverse events programme

### Councillors' action

To note.

## Summer Holiday Activities: Free Films -23<sup>rd</sup> July 2026, every Thursday, until 27<sup>th</sup> August 2026

### What

Free films on Thursdays during the summer holidays for children, with low-cost light refreshments available on-site.

### Why

To provide a free activity for local children during the summer holidays.

### Where

Melksham Assembly Hall, Market Place, Melksham, SN12 6ES.

### When

Thursdays during the summer holidays, with SEND sessions at 10:00am and general screenings at 2:00pm.

### Who

Local families, including children attending SEND-friendly screenings.

### Impact

As with previous free film sessions, the programme is intended to provide an accessible holiday activity for local families. Attendance figures will be reported once screenings have taken place.

### Financial implications

The event is free to attend, and the Assembly Hall is provided free of charge. Staff time is required for session supervision, room setup, film planning and booking administration. Popcorn will be sold at a low cost while demand is being established.

### Alignment with Town Plan

- C1.04 - Deliver and support community events
- C1.06 - Expand sport and leisure opportunities
- V6.01 - Maximise use of our venues
- V6.02 - Deliver a diverse events programme
- V6.05 - Support community use of venues

### **Councillors' action**

To note.

### **Upcoming: 12<sup>th</sup> August 2026 - Circus Skills Workshop**

What

A free children's circus workshop in the park, similar in format to the earlier half-term session.

Why

To provide a free holiday activity that encourages creative play and physical activity for children and families.

Where

King George V Playing Field, Melksham.

When

Wednesday 12th August 2026.

Who

Local children and families.

### **Impact**

This session is intended to provide a similar free and accessible holiday activity to the earlier workshop, supporting family engagement and use of the park during the summer holidays.

### **Financial implications**

Funded from the holiday activities budget, with costs expected to be similar to the earlier session.

### **Alignment with Town Plan**

- C1.04 - Deliver and support community events
- C1.06 - Expand sport and leisure opportunities
- C1.09 - Support cultural development

- V6.01 - Maximise use of our venues
- V6.02 - Deliver a diverse events programme

### **Councillors' action**

To note.

## **Upcoming: 18<sup>th</sup> - 27<sup>th</sup> September - Melksham Festival: ShamJam Update**

What

ShamJam Festival is the proposed identity for the wider Melksham Festival. The name came from a local street artist and reflects an intention to create a broad, creative and town focused festival offer.

Why

To develop a fresh festival, offer that brings different audiences into the town centre and creates opportunities for cultural, creative, educational, business and community-led activity.

Where

Proposed for the town centre as part of Melksham Festival, with options including street-based activity and the possible use of a large marquee.

When

Planned within Melksham Festival, 18th to 27th September 2026.

Who

Melksham Town Council is exploring the concept with festival partners, local groups, artists and potential performers, with the aim of creating opportunities for a wide range of participants.

### **Impact**

The proposal has potential to broaden the festival offer and attract new audiences. Current planning includes street activity, youth elements, the possibility of a large marquee and the potential to secure larger names (several are pencilled in subject to a number of agreements being possible to reduce risk - we cannot name these at the moment), while also creating opportunities for local groups and businesses to take part, receive promotion, explore small-scale support for low-cost ideas and showcase creative, educational or community activity within the festival framework.

### **Financial implications**

Further work is needed on financial planning and risk reduction before any larger-scale commitment can be made. In the meantime, planning is continuing on a deliverable basis while options are explored and costs reviewed.

We intend to announce a “Call for interested parties” shortly to what local groups and businesses have ideas for events and participation.  
The partnership office has already drafted a sponsorship package.

### Alignment with Town Plan

C1.04 - Deliver and support community events  
C1.09 - Support cultural development  
V6.02 - Deliver a diverse events programme

### Councillors' action

### Recommendations

That the name *ShamJam Festival* be adopted for the town's new festival, with the option to perhaps shorten this to just *ShamJam* in future as the brand becomes established.



Sample logo from Mood board (not final)

## Upcoming: 5<sup>th</sup> December 2026 - Melksham at Christmas

What

Planning is underway for the 2026 Christmas Lights switch-on, and stallholder applications for the inside and outside market are open. Local vendors are encouraged to apply for a stall at the links at the end of this section. Entertainers are welcome to apply via our entertainment register, which can be found at the end of this report. Any local groups that would like to sing at our Carols by the Tree event are welcome to apply at the same link.

**2026 Outside Form:** [Outside Christmas Market 2026 Stallholder Application - Fill in form](#)

**2026 Inside Form:** [Inside Christmas Market 2026 Stallholder Application - Fill in form](#)

Please direct all questions about our Christmas event to [christmas@melksham-tc.gov.uk](mailto:christmas@melksham-tc.gov.uk).

Where

Melksham Market Place, Town Hall, and Assembly Hall.

When

5<sup>th</sup> December 2026, throughout the day.

Who

All residents, businesses, and visitors.

### **Alignment with Town Plan**

C1.04 - Deliver and support community events

B5.05 - Enhance the town centre environment

B5.04 - Encourage people to shop local

### **Councillors' action**

To note.

Last year, strong vendor bookings helped deliver a well-regarded event within budget, but some higher-cost elements were partly offset by vendors agreeing to carry forward deposits from the 2024 event, which was cancelled due to poor weather.

This year the budget is similar, but most costs have increased, including security and we will not have the significant deposit cushion. We will seek best value as usual, but Christmas is a busy period for key suppliers such as security, sound and staging so prices tend to be high.

Sponsorship is one option: In previous years, an agreement was in place for the lights group to have sole access to local Xmas sponsorship, but the Community Officer has discussed the situation with them, and they are happy for the Town Council to approach sponsors this year.

If additional income cannot be secured, it may be necessary to reduce some elements of the event, such as the size of the stage or the scale of entertainment. A further update will be provided in the next report.

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## **Sundays, King George V Playing Field - Park Yoga**

What

Free weekly open-air classes are delivered by the national *Park Yoga* charity funded by Melksham Town Council (which also provides site permissions and publicity.)

Why

To provide access to free exercise and social connection for residents of all ages

Where

KGV playing fields

When

Every Sunday from 3<sup>rd</sup> of May for 20 weeks

Who

Anyone who wants to attend

### Impact

First session has over 60 attendees

### Financial implications

£1500. NB the charity which run Park Yoga still have a stated aim of being self-funding by 2028.

### Alignment with Town Plan

C1.05 - Promote health & wellbeing  
 C1.04 - Deliver and support community events  
 V6.05 - Support community use of venues  
 C1.06 - Expand sport and leisure opportunities

### Councillors' action

To note.

## Age UK Wiltshire

What

A partnership with Age UK Wiltshire and Melksham Without Parish to deliver the Melksham Community Support Service (MSC) to older members of our community.

Why

1. Improve the **wellbeing of older people** living in Melksham Town and Melksham Without, by offering support, access to information and practical help.
2. Ensure that support is available to **those who need it most**, particularly those who don't have a support network.
3. Promote the take-up of welfare benefits and access to other sources of **financial support**.
4. Promote and provide **holistic support** tailored to the individual's need.
5. Provide an **evidence base** of future needs.

Where

Melksham Town and Melksham Without

Promoted by:

- Regular attendance at the Food Bank to give out MCS leaflets and Attendance Allowance/Pension Credit booklets and to talk to residents attending.
- Leaflets were given out and attendees spoken to at the Age UK Wiltshire Daytime Disco in Melksham.
- Regular attendance at the Veterans Breakfast, where leaflets are put on all tables and attendees spoken to.

- Visit to Kestrel Court at Bowerhill, Wharf Court Community Room and Thornbank Flats where MCS leaflets were distributed and residents spoken to.
- Health & Wellbeing meeting attended.
- Evening talk at Bowerhill Ladies Group. MCS leaflets, Attendance Allowance, Pension Credit, Age UK Guide to Later Life booklets handed out.
- Attendance at Meet Melksham

Age UK Wiltshire supported by Melksham Area Board, hired the Assembly Hall, DJ and arranged staffing for another Daytime Disco in January with 260 attending which provided an opportunity to meet further clients for the MCS.

When

[Continuous]

Who

Elderly people needing support of various kinds

### **Impact**

In Q3: 22 new clients, 41 home visits, 201 contacts (Q3 -233) and 158 support issues

Finance (19), Socialisation (54), Independence (18), Volunteer support (3), Wellbeing (45), Falls prevention (19)

41

### **Financial implications**

MTC part funds the Melksham Community Support service via a grant of £12,730 per annum

### **Alignment with Town Plan**

C1.12 - Connect residents and communities

C1.05 - Promote health & wellbeing

C1.11 Work in partnership with local organisations and businesses

### **Councillors' action**

To note.

### **Bra Bank**

What

Collection point at the Town Hall for donating used bras for recycling and fundraising.

Why

To reduce textile waste, enable reuse, and raise funds for charitable causes.



Where

Melksham Town Hall (main reception collection point).

When

Ongoing scheme available during Town Hall opening hours.

Who

Melksham Town Council in partnership with Fundraise & Recycle (Bra Bank scheme).

### **Impact**

The scheme has been very popular with over 40kg of bras handed in already

### **Financial implications**

No cost - small amount for us to donate to a chosen charity when bras are collected.

### **Alignment with Town Plan**

E2.17 - Work with partners

E2.14 Work towards carbon neutrality (sustainable practices)

E2.17 - Work with partners to deliver wider environmental benefits.

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### **Councillors' action**

To note.

## **Wiltshire Digital Drive**

What

Town Hall acts as a drop-off point for donated laptops and devices, which are securely wiped, refurbished and redistributed to those in need.

Why

To reduce digital exclusion by improving access to technology for education, employment and social connection, while also reducing e-waste.

Where

Melksham Town Hall (designated donation point for devices).

When

On-going

Who

Melksham Town Council in partnership with Melksham-based Wiltshire Digital Drive.

### Impact



We already have a significant number of devices, including 3 old laptops donated by the town council following recent upgrades [WDD repurpose as chrome devices where they can - so even computers that struggle to run or aren't supported by modern operating systems can still be used to give people basic internet access.]

### Financial implications

None (small amounts of staff time receiving and securing devices)

43

### Alignment with Town Plan

E2.17 - Work with partners ... to deliver wider environmental benefits

E2.14 - Work towards carbon neutrality

C1.11 - Work in partnership with local organisations and businesses

### Councillors' action

To note.

### Entertainer Register

We setup a register for entertainers who would like to take part in community events such as the Friday Light Live and new festival. We received 35 responses within the first few days of the register being publicised, representing a broad range of entertainers local to Melksham and the surrounding area. We aim to use the register to engage a variety of performers and prioritise the work of local acts at our events.

Please see the link below to add your name to the list:

[Entertainer Registration Form - Fill in form](#)

### Alignment with Town Plan

C1.11 - Work in partnership with local organisations and businesses

B5.09 - Prioritise local suppliers in council venues

### **Councillors' action**

To note.

## **Mayoral Updates**

### **Mayor's Charities 2026/27**

The Mayor, Cllr Rabey has nominated two charities which the council will support this year, with partnership, promotion and fundraising.

The Mayor, Cllr Rabey, has chosen two charities for the council to support this year through partnership, promotion and fundraising.

**Man Down:** a non-profit community interest group dedicated to supporting men's mental health.

Fortnightly sessions are held at Bowerhill Village Hall on Tuesdays, 19:00 to 21:00. Simply turn up. No booking, no pressure.

The Mayor and MTC officers met with a representative from Man Down in May to discuss future support and partnerships.

**TeenTalk:** provides a confidential counselling service for young people, aged from 10 to 25, and support for parents and carers worried about their child's mental health or behaviour.

Based at The Canberra Centre in Melksham.

### **Alignment with Town Plan**

C1.05 - Promote health & wellbeing

C1.07 - Support community groups

C1.11 - Work in partnership with local organisations and businesses

C1.12 - Connect residents and communities

Y3.01 - Support young people

### **Upcoming Events**

06/06/2025 - Craft Fair, Conservative Club, Melksham

### **Mayor's Cadet programme**

Nominations for this year's Mayor's Cadet are underway.



A big thank you to our outgoing Mayor's Cadet, William Watters, for his support, professionalism and dedication to his post.

**Alignment with Town Plan**

Y3.03 - Deliver the Mayor's Cadet programme  
C1.04 - Deliver and support community events

**Councillors' action**

To note.



# Community

**Agenda:** 08/06/26 @ 19:00

[melksham-tc.gov.uk/meetings](http://melksham-tc.gov.uk/meetings)



**Melksham**  
TOWN COUNCIL

## **Communications report**

### for Community meeting 08.06.26

#### **Introduction**

This section provides an update on communications activity since the last Community committee meeting on 23 March, outlining progress to date and setting out next steps. It highlights how recent and ongoing communications work aligns with the Town Plan, supports clearer engagement with residents and stakeholders, and strengthens consistency, accessibility and transparency. The agenda items that follow set out where work is currently at and how communications activity will continue to develop over the coming period.

## Brand Rationalisation 2.0: signposting and labelling

### Aim

Brand Rationalisation 2.0 is an update to the status of the Brand Rationalisation project presented and resolved at the Extraordinary Full Council meeting on 27 April 2026, and includes the implementation of a consistent signposting and labelling system across council communications. The approach builds and supports a clearer understanding of the council's role by aligning communications with Town Plan priorities. It introduces structured categorisation across channels, improving accessibility, transparency and navigation for residents and stakeholders.

### 5Ws – What, why, where, when and who

#### What

Brand Development 2.0 introduces a structured labelling system applied consistently across communication outputs. Categories such as *Civic, Community, Business, Residents, Our Team, Finance, Environment, and Assets & Facilities* align directly with Town Plan priorities, providing clear visual signposting across social media templates, posters and printed materials.

A supplementary label, “*Supported by Melksham Town Council*”, identifies third-party initiatives that the council endorses or supports financially, such as Park Yoga and Wiltshire Digital Drive.

This signposting approach has also been extended to governance documents, including agendas, agenda packs and minutes, which are clearly labelled by committee area (e.g. Full Council, Finance, Assets & Facilities, Planning, Community and People).

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**Why**  
This approach improves clarity and transparency by helping residents and stakeholders quickly understand the nature, ownership and relevance of council activity. It ensures communications are easier to navigate and reinforces consistency across all channels.

#### Where

The labelling system is applied across digital communications, printed materials and formal council documentation.

#### When

Implementation is ongoing, with templates embedded in current communications and continuing to be refined.

#### Who

The system is developed and implemented by the Communications & Marketing team and supports all council services and committees.

Social media – meeting announcements



COUNCIL MEETING

# Full council

Melksham Town Hall

MELKSHAM TOWN COUNCIL | CIVIC



COUNCIL MEETING

# Planning

Melksham Town Hall

MELKSHAM TOWN COUNCIL | CIVIC



COUNCIL MEETING

# Community

Melksham Town Hall

MELKSHAM TOWN COUNCIL | CIVIC



COUNCIL MEETING

# Assets & facilities

Melksham Town Hall

MELKSHAM TOWN COUNCIL | CIVIC



COUNCIL MEETING

# Finance

Melksham Town Hall

MELKSHAM TOWN COUNCIL | CIVIC



COUNCIL MEETING

# People

Melksham Town Hall

MELKSHAM TOWN COUNCIL | CIVIC

Social media – badging



**Road closure**  
Woodstock Gardens

MELKSHAM TOWN COUNCIL | CIVIC



**Speedwell close...**

MELKSHAM TOWN COUNCIL | ASSETS & FACILITIES



JOB VACANCY

**Seasonal amenities assistant**

MELKSHAM TOWN COUNCIL | OUR TEAM



**No Mow May**  
Supporting our bees and pollinators

MELKSHAM TOWN COUNCIL | ENVIRONMENT



PARKING REDEMPTION SCHEME

**Two hours FREE parking in Melksham**

MELKSHAM TOWN COUNCIL | BUSINESS



**Friday Light Live**

MELKSHAM TOWN COUNCIL | COMMUNITY



More information  
tinyurl.com/y5zreu9r

COMMUNITY

# Meet Melksham

Come and find out what's happening in your community.

- ⇒ Explore local groups, activities, and events
- ⇒ Meet people who share your interests
- ⇒ Find support for wellbeing and social connection
- ⇒ Pick up useful contacts for future activities

Get involved, get connected, and make the most of Melksham.

Melksham Assembly Hall  
SATURDAY 16 MAY – 10:00-13:00




More information  
melksham-tc.gov.uk/events

COMMUNITY

# FREE Park Yoga

Start your Sunday with outdoor yoga in the park.

- ⇒ 9:30-10:30am
- ⇒ King George V Playing Field
- ⇒ Park Yoga sessions are free, friendly and open to everyone of all abilities
- ⇒ Free drop-in
- ⇒ No booking required

King George V Playing Field  
EVERY SUNDAY, 3 MAY-13 SEPTEMBER



CIVIC



Agenda packs available 3 working days before meeting date. Download at [melksham-tc.gov.uk/meetings](https://melksham-tc.gov.uk/meetings)

| MAY 2026 |       |                |
|----------|-------|----------------|
| 11.05.26 | 19:00 | Annual Meeting |
| 19.05.26 | 19:00 | Economic       |

| JUNE 2026 |       |                       |
|-----------|-------|-----------------------|
| 01.06.26  | 19:00 | Assets and Facilities |
| 02.06.26  | 19:00 | Planning              |
| 08.06.26  | 18:00 | Grants                |
|           | 19:00 | Community             |
| 15.06.26  | 19:00 | Finance               |
| 22.06.26  | 17:45 | People                |
|           | 19:00 | Full council          |
| 23.06.26  | 19:00 | Planning              |

| JULY 2026 |       |              |
|-----------|-------|--------------|
| 14.07.26  | 19:00 | Planning     |
| 27.07.26  | 19:00 | Full Council |

| AUGUST 2026 |       |          |
|-------------|-------|----------|
| 04.08.26    | 19:00 | Planning |
| 25.08.26    | 19:00 | Planning |

| SEPTEMBER 2026 |       |              |
|----------------|-------|--------------|
| 14.09.26       | 19:00 | Community    |
| 15.09.26       | 19:00 | Planning     |
| 28.09.26       | 17:45 | People       |
|                | 19:00 | Full Council |

| OCTOBER 2026 |       |                       |
|--------------|-------|-----------------------|
| 05.10.26     | 19:00 | Assets and Facilities |
| 06.10.26     | 19:00 | Planning              |
| 19.10.26     | 19:00 | Finance               |
| 27.10.26     | 19:00 | Planning              |

| NOVEMBER 2026 |       |              |
|---------------|-------|--------------|
| 17.11.26      | 19:00 | Planning     |
| 23.11.26      | 18:00 | Grants       |
|               | 19:00 | Full council |

| DECEMBER 2026 |       |                       |
|---------------|-------|-----------------------|
| 07.12.26      | 19:00 | Assets and Facilities |
| 08.12.26      | 19:00 | Planning              |

| JANUARY 2027 |       |              |
|--------------|-------|--------------|
| 11.01.27     | 19:00 | Community    |
| 12.01.27     | 19:00 | Planning     |
| 18.01.27     | 19:00 | Finance      |
| 25.01.27     | 19:00 | Full Council |

| FEBRUARY 2027 |       |                       |
|---------------|-------|-----------------------|
| 01.02.27      | 19:00 | Assets and Facilities |
| 09.02.27      | 19:00 | Planning              |
| 15.02.27      | 19:00 | Finance               |
| 22.02.27      | 17:45 | People                |
|               | 19:00 | Full council          |

| MARCH 2027 |       |                     |
|------------|-------|---------------------|
| 02.03.27   | 19:00 | Planning            |
| 15.03.27   | 19:00 | Annual Town Meeting |
| 22.03.27   | 19:00 | Full Council        |
| 23.03.27   | 19:00 | Planning            |

| APRIL 2027 |       |                       |
|------------|-------|-----------------------|
| 05.04.27   | 19:00 | Assets and Facilities |
| 12.04.27   | 19:00 | Community             |
| 13.04.27   | 19:00 | Planning              |
| 19.04.27   | 19:00 | Finance               |
| 26.04.27   | 17:45 | People                |
|            | 19:00 | Full council          |

Town Hall, Market Place  
MAY 2026 – APRIL 2027



# New play park coming soon

ASSETS & FACILITIES








**Full council**  
 Agenda: 08/06/26 @ 19:00

[melksham-tc.gov.uk/meetings](http://melksham-tc.gov.uk/meetings)




**Community**  
 Agenda: 08/06/26 @ 19:00

[melksham-tc.gov.uk/meetings](http://melksham-tc.gov.uk/meetings)




**Planning**  
 Agenda: 08/06/26 @ 19:00

[melksham-tc.gov.uk/meetings](http://melksham-tc.gov.uk/meetings)





**Assets and facilities**  
 Agenda: 08/06/26 @ 19:00

[melksham-tc.gov.uk/meetings](http://melksham-tc.gov.uk/meetings)





**Finance**  
 Agenda: 08/06/26 @ 19:00

[melksham-tc.gov.uk/meetings](http://melksham-tc.gov.uk/meetings)

**People**  
 Agenda: 08/06/26 @ 19:00

[melksham-tc.gov.uk/meetings](http://melksham-tc.gov.uk/meetings)



### Impact

The introduction of consistent signposting and labelling improves accessibility, strengthens coherence and enhances understanding of council activity. Residents can more easily identify the purpose and origin of communications, while councillors and officers benefit from a structured, repeatable system. This supports transparency, reinforces accountability and contributes to a more professional and recognisable communications approach across all outputs.

### Financial implications

Delivered in-house using existing resources, with no additional cost beyond standard communications activity. The introduction of structured templates and labelling reduces the time officers require to prepare communications by providing a consistent foundation, improving efficiency, and enabling quicker, more consistent delivery across channels.

### Alignment with Town Plan

C1.08 – Communicate effectively through clear, direct and accessible communication  
 R4.04 – Connect with the community through clear engagement  
 R4.05 – Provide accessible and understandable information  
 R4.06 – Maintain consistent communication channels  
 F7.03 – Deliver value for money through efficient processes

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### Councillors' action

To note.

## Town Plan – printed copy and accessible PDF

### 5Ws – What, why, where, when and who

#### What

The Town Plan 2026–2029 outlines Melksham Town Council's priorities, commitments and measures for delivery. It is available as a downloadable accessible PDF on the council's website and as a printed publication produced on FSC®-certified, recycled, non-bleached paper.

#### Why

Producing the Town Plan in accessible digital and sustainable print formats ensures information is clear, inclusive and available to all residents, while reflecting the council's commitment to transparency, effective communication and environmental responsibility. This approach supports informed engagement and allows residents to understand council priorities and track progress.

### Where

The Plan applies across Melksham and is publicly available via the council website, alongside printed copies for use at council venues, events and meetings.

### When

The Plan covers the period 2026–2029 and is supported by an annually reviewed Action Plan, with progress reported through council governance and public communications.

### Who

The Plan is delivered by councillors and officers and designed for use by residents, community groups, businesses and partners.

### Impact

Publishing the Town Plan as an accessible PDF and a sustainably produced printed document improves reach, usability and trust in council communications. It supports inclusive access to information, aligns with best practice in accessible design, and reduces environmental impact through responsible print choices. This approach reinforces consistent messaging, strengthens community understanding of council priorities and demonstrates leadership in inclusive and sustainable communication.

### Financial implications

Print costs are contained within approved communications budgets. Digital publication reduces distribution impact and supports paper-reduction objectives.

### Councillors' action

To note.

### Alignment with Town Plan

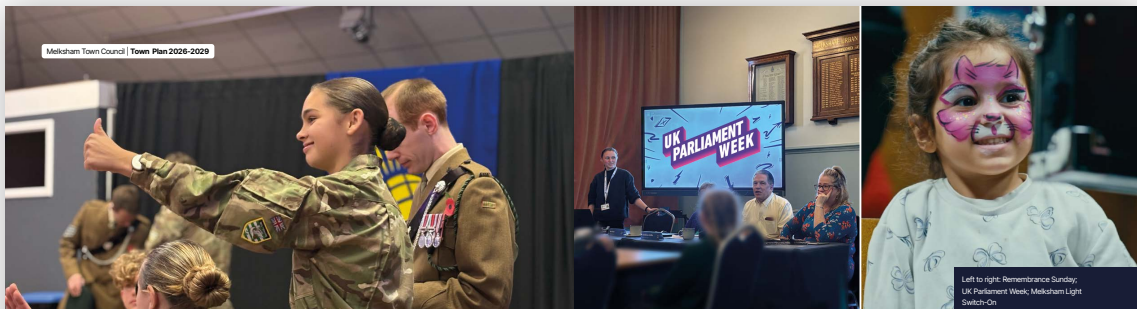
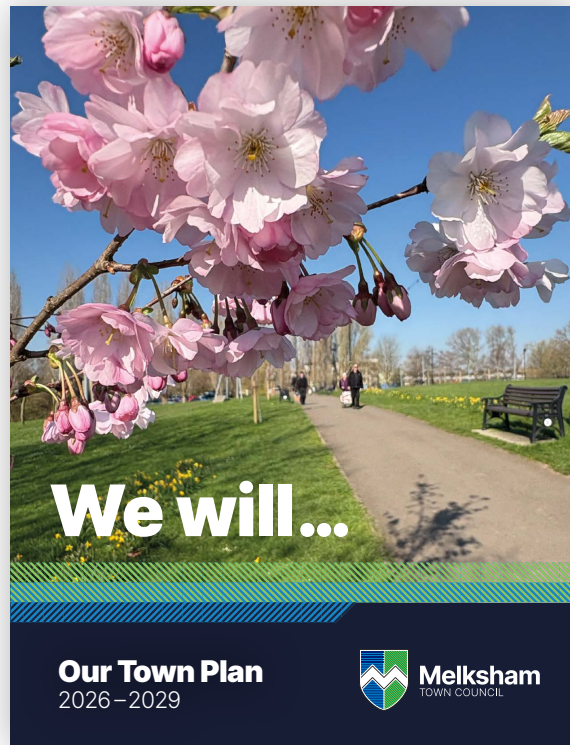
C1.08 – Communicate effectively through clear, direct and accessible communication

R4.05 – Provide a regular community newsletter and clear, accessible information

R4.06 – Maintain strong digital communication channels

E2.05 – Drive paperless initiatives and reduce environmental impact

E2.03 – Adopt sustainable practices that benefit people and the environment



# Young people

Melksham's future

## We will...

**Develop a Youth Council** – giving young people a voice in local decision-making and the opportunity to shape policies and projects that affect their lives.



**Engage in UK Parliament Week** – encouraging understanding of democracy, civic responsibility and local governance.



**Deliver the Mayor's Cadet programme** – providing opportunities to develop leadership skills, take part in civic duties and gain insight into community service.



**Provide meaningful work experience** – helping young people build practical skills, confidence and awareness of professional environments.



**Support T-Level placements, interns and apprenticeships** – enabling young people to gain vocational qualifications and real-world experience for career readiness.



**Explore a BMX track and youth-focused activities** – creating opportunities for physical activity, confidence building and positive community engagement.



**Maintain accessible open spaces for young people** – ensuring safe and welcoming places to socialise, play and take part in recreational activities.



**Promote young people's wellbeing** – supporting mental and physical health through initiatives that encourage healthy lifestyles and resilience.



**Work with schools, colleges and universities** – developing partnerships that create educational, social and cultural opportunities for young people.

## Press releases and media engagement

### 5Ws – What, why, where, when and who

#### What

As of 6 May 2026, since the last Community committee meeting on 23 March, a total of 16 press releases have been drafted to support council decisions, projects and events. Of these, 8 have been published in the Melksham Independent News (MIN), 6 have been sent to MIN and are pending publication, 1 is awaiting further details, and 1 has not yet been progressed. This position reflects the current status of the press release tracker at today's date

#### Why

Press releases remain a key channel for communicating council activity to a wide local audience. Proactive engagement with the local press helps build positive working relationships, improves accuracy of reporting, and allows the council to clearly explain its role, decisions and use of the precept. Issuing press releases enables the council to help shape the narrative around its work rather than responding reactively.

#### Where

Press releases are shared primarily with the Melksham Independent News and are supported, where appropriate, by publication on the council website and social media channels.

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#### When

Press releases are issued on an ongoing basis, aligned to committee decisions, project milestones and events.

#### Who

Press releases are drafted by the Communications team, with appropriate input from officers and councillors.

### Impact

Regular press release activity has resulted in consistent coverage of council projects, events and decisions within local media. Published articles help raise awareness, improve transparency and reinforce trust with residents. Ongoing engagement strengthens media relationships and provides an effective way to reach audiences who may not engage with council digital channels.

### Financial implications

Press release activity is delivered in-house within existing staff resources and approved budgets.

### Alignment with Town Plan

C1.08 – Communicate effectively through clear, direct and accessible communication

R4.05 – Provide clear and timely information to residents

R4.06 – Use a range of communication channels to reach communities

### Councillors' action

To note.

## Website audit and accessibility (AGAR Assertion 10)

### Aim

To present the findings of a website audit assessing Melksham Town Council's readiness for AGAR Assertion 10 and WCAG 2.2 AA accessibility compliance, and to outline options for achieving compliance. The item highlights key risks, operational challenges and resourcing implications, and seeks to inform a decision on the preferred delivery approach to ensure the council's website is accessible, sustainable and aligned with its core civic role.

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### 5Ws – What, why, where, when and who

#### What

An audit of the Melksham Town Council website has been undertaken to assess accessibility compliance, information architecture, and ongoing operational impact. The review finds that the current site is **not compliant with WCAG 2.2 AA**, with multiple issues related to navigation, forms, structure, and content management

#### Why

Achieving compliance is required under AGAR Assertion 10 and is necessary to ensure the website is accessible to all users. The audit also highlights wider issues, including the volume of third-party and non-core content, which creates ongoing maintenance demands, increases the risk of non-compliance, and can cause confusion about the council's role and responsibilities.

#### Where

The audit applies to the council's main website and all associated content, including statutory information, council business content, and wider town-related information.

#### When

Compliance is required in the current reporting period and will require a defined programme of work to deliver.

### Who

The audit has been conducted in-house by the Communications & Marketing Officer, and implementation will require input from either external suppliers or internal resources.

### Impact

The current level of non-compliance presents reputational and regulatory risk to the council and limits accessibility for residents. Addressing these issues provides an opportunity to improve the website's clarity, usability, and focus, ensuring it better reflects the council's core role while supporting transparency and engagement. However, delivery will require a significant investment of either financial resources or officer time.

### Financial implications

Three delivery options have been identified:

- External agency – building on the existing site with recommended content outlined in the audit, quoted cost of £9,000–£10,000, providing a compliant solution with full control expected for WordPress. 57
- Proprietary, compliant template solution (e.g. Aubergine 262) – estimated cost of approximately £999 + VAT in year one and £399 + VAT pa ongoing, achieving compliance but with reduced control over content, messaging and design, and potential concerns over long-term flexibility and accessibility. There would be additional costs for forms (£50+VAT pa), WCAG compliance website compliance and monitoring scan & reports (£299 + VAT pa), etc.
- 
- In-house rebuild – no direct financial cost, but requires approximately 2–3 months of officer time, vastly limiting capacity for other communications activity during this period.

### Alignment with Town Plan

C1.08 – Communicate effectively through clear, direct and accessible communication

R4.04 – Connect with the community through accessible channels

R4.05 – Provide clear and understandable information

R4.06 – Maintain effective digital communication channels

F7.03 – Deliver value for money and efficient use of resources

### **Councillors' action**

To consider.

### **Recommendations**

The Community committee considers the findings of the website audit and the options available to achieve compliance with AGAR Assertion 10. Members are asked to determine a preferred approach, balancing cost, control, accessibility and officer capacity, to ensure the council's website is compliant, sustainable and fit for purpose while supporting clear communication and engagement with residents.

## **Council newsletter**

### **Aim**

To provide an update on the reintroduction of the Melksham Town Council newsletter as a key communication channel. The newsletter supports the council's approach to transparency and accessibility by providing clear, direct information to residents, while strengthening engagement and improving understanding of council priorities, services and activity.

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### **5Ws – What, why, where, when and who**

#### **What**

The council has produced and distributed its first newsletter in several years (Spring 2026 edition). The publication provides a structured overview of council activity, including the Town Plan, service areas, community updates and upcoming events.

#### **Why**

While not a statutory requirement, the newsletter supports the council's approach to transparency and effective communication by providing accessible, resident-focused information. It reduces reliance on third-party channels, improves consistency of messaging and strengthens awareness of council activity, priorities and services.

#### **Where**

The newsletter was distributed via the Melksham Independent News, a free fortnightly publication delivered door-to-door across Melksham and surrounding villages. This provides a circulation of approximately 13,500+ households per issue, significantly extending reach into the community, alongside digital publication via council channels. [melkshamnews.com]

### When

The council is moving towards a programme of four 4-page newsletters per year. The Spring 2026 edition was expanded in scope, and it is therefore anticipated that three editions will be delivered this year.

### Who

The newsletter is produced in-house by the Communications & Marketing team, with input from across council services.

### Impact

Distribution through the Melksham Independent News provides significant reach across the town, ensuring information is delivered directly to households, including those who may not engage with digital channels. The newsletter strengthens visibility of council activity, improves understanding of services and priorities, and supports more consistent, accessible communication with residents at scale.

### Financial implications

Delivered within existing communications and advertising budgets, using an established distribution channel to maximise reach and value for money.

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### Alignment with Town Plan

C1.08 – Communicate effectively through clear, direct and accessible communication

R4.05 – Provide regular, accessible information to residents

R4.06 – Maintain strong communication channels

### Councillors' action

To note.



**Melksham Town Council's Town Plan 2026-2029 sets out a clear and ambitious vision for the next three years – one that places people, place and pride at the heart of everything we do.**

More than a list of intentions, the Town Plan is a practical roadmap. It defines our priorities, guides our decisions, and sets out how we will measure progress. It brings clarity for residents, accountability for councillors, and confidence for the partners and organisations we work alongside.

The plan builds on the strong foundations already in place. It reflects our continued commitment to supporting a connected community, protecting and enhancing our environment, creating opportunities for residents and businesses, and ensuring the council remains transparent, well-run and financially responsible.

Alongside the Town Plan, we will publish a detailed annual Action Plan, setting out the projects and activities to be delivered each year. This will be reviewed regularly so progress can be tracked, reported and clearly understood – not just in what we aim to achieve, but in what we deliver.

Most importantly, this plan is rooted in Melksham itself. It reflects the ideas, aspirations and priorities of the people who live and work here, and strengthens our commitment to working in partnership to deliver meaningful, lasting outcomes.

Together, this Town Plan represents our ongoing commitment to building a town that is vibrant, inclusive and sustainable – a place people are proud to live, work and visit.

## Other news

### Friday Light Live Launch

Melksham Town Council is launching Friday Light Live, a new early evening event designed to bring a relaxed, family-friendly atmosphere to Melksham Market Place while supporting the town's night-time economy.

Taking place on the last Friday of each month throughout the summer from May, the low-cost event will showcase local talent and encourage residents and visitors to spend time in the town centre and support nearby businesses.

Market Place will be set out with seating to create a welcoming social space for performances, which may include music, dance, poetry and other local acts, with a varied programme each month.



The initiative, proposed at the Town Council's Community Development meeting in March, will run as a summer trial and be kept under review.

The first event takes place on Friday 29 May 2026 at 18:00, and residents are invited to attend and support the launch. Those interested in performing can register at <https://tinyurl.com/yab2rste>

### Free the Night lights up Melksham

On Friday 5 March 2026, hundreds of people of all ages came together to march through Melksham Town Centre, united in their call for a safer, more equal world for women. The powerful community event, Free The Night, brought people onto the streets in a visible stand against violence, fear, and inequality, with an amazing atmosphere felt throughout the evening.

As one of the Mayor's chosen charities, Melksham Town Council was proud to work in partnership with FearFree to bring this inspiring initiative to the town. The event highlighted the strength and compassion of the local community, sending a clear message that abuse and intimidation have no place in Melksham.

Activities continued throughout the evening, from a live radio broadcast to vibrant performances including belly dancing, alongside homemade gyros served by Evely's Kitchen at King George V Playing Fields. These moments of celebration reflected a community united not only in raising awareness, but in supporting one another.



The Town Council extends sincere thanks to all those who helped make the event possible, including local organisations, performers, volunteers, and emergency services. Most importantly, thank you to every individual who took part in the march and their support. Melksham Town Council firmly believes that everyone deserves to feel safe – at home, in relationships, and in public spaces. Events like Free The Night are vital in sparking conversation, challenging silence, and reinforcing that safety is a fundamental right, not a privilege.

Following its success, Free The Night will return on 19 March 2027, continuing its mission to inspire change. Those interested in performing can register at <https://tinyurl.com/yab2rste>



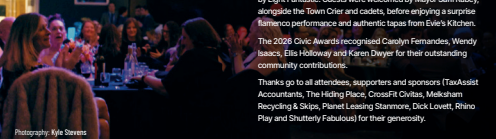
### Mayor's Reception raises over £3,600 for local charities

On Saturday 14 March, Melksham Assembly Hall hosted a vibrant Mayor's Reception, raising over £3,600 for FearFree and Wiltshire and Bath Air Ambulance while celebrating the town's dedicated volunteers.

The hall was transformed with colourful decor and festoon lighting by Light Fantastic. Guests were welcomed by Mayor Gail Rabey, alongside the Town Crier and cadets, before enjoying a surprise flamenco performance and authentic tapas from Evely's Kitchen.

The 2026 Civic Awards recognised Carolyn Fernandes, Wendy Isaacs, Ellis Holloway and Karen Dwyer for their outstanding community contributions.

Thanks go to all attendees, supporters and sponsors (TanKusist Accountants, The Hiding Place, CrossFit Ovis, Melksham Recycling & Skips, Planet Leasing Stanmore, Dick Lovett, Rhino Play and Shutterly Fabulous) for their generosity.



### Melksham Town Centre Focus Day brings fresh look ahead of summer

Melksham Town Centre received a dedicated day of maintenance on Wednesday 22 April 2026 as part of the new Town Centre Focus Day, designed to improve cleanliness, appearance and the overall welcome of the town ahead of summer.

Following a Council resolution on 20 April, the initiative targets key areas of the town centre to ensure spaces remain clean, safe and well-maintained, supporting efforts to enhance the high street for residents and visitors.

The Town Council's Amenities Team carried out a range of works including weed control, litter picking, and graffiti removal. The aim is to deliver visible improvements where they are most needed.

Residents were encouraged to highlight priority areas in advance, helping ensure the work focused on spaces used most often. Local businesses were also invited to take part by tidying shop fronts and improving the appearance of their premises.

The initiative supports Melksham Bloomers and the town's entry into the South West in Bloom competition, which recognises community efforts to improve local environments.

## Meta (Facebook) performance stats

### Aim

To provide a high-level snapshot of Melksham Town Council's Facebook performance since the last Community committee meeting on 23 March, using Meta reporting metrics to evidence reach and engagement. This item summarises views, audience reach, visits, link clicks and interactions, highlights peak activity days, and outlines how Meta channels support clearer resident communication, signposting and transparency alongside other communications activity.

### 5Ws – What, why, where, when and who

#### What

Meta reporting for the period 24 March to 20 May 2026 shows the council's Facebook content generated:

- 371,499 views
- 172,597 viewers (reach)
- 9,667 visits
- 1,747 link clicks
- 1,335 content interactions

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#### Why

Tracking Meta performance helps evidence how effectively council messaging is reaching residents, and which content is prompting actions (e.g., visiting the page or clicking through to website information). This supports continuous improvement of content planning, signposting and accessibility in digital communication.

#### Where

These figures relate to the council's Meta presence

#### When

Reporting covers 24 March–20 May 2026

#### Who

Content is planned and delivered by the Communications team, with input from officers and councillors where appropriate.

### Impact

Meta performance indicates consistent resident reach and measurable engagement with council communications during the reporting period, including strong peaks where content prompted

higher levels of attention and click-through activity. Overall averages across the period were approximately 2,976 viewers/day, 167 visits/day, 30 link clicks/day, and 23 interactions/day, supporting the council's wider approach to keeping residents informed through clear, timely digital communication.

### **Financial implications**

Meta reporting and content delivery are undertaken in-house within existing resources and budgets. We do not use paid posts or advertisements.

### **Alignment with Town Plan**

C1.08 – Communicate effectively through clear, direct and accessible communication

R4.06 – Maintain strong digital communication channels

R4.05 – Provide regular, accessible information to residents

R4.04 – Connect with the community using a range of channels

### **Councillors' action**

To note.

## **Website performance**

### **Aim**

To provide an overview of Melksham Town Council website performance for the period 23 February to 22 May 2026, highlighting user activity, engagement and content performance. This item demonstrates how residents are accessing council information, which content is most used, and how the website supports transparency, accessibility and communication with the community.

### **Overview**

Between 23 February and 22 May 2026, the council website recorded:

- 9.7K active users
- 9.6K new users
- 42 seconds average engagement time per active user
- 67K total events recorded

This indicates consistent use of the website as a primary source of information, with a high proportion of new users engaging with council content.

### Traffic sources

Top sources of users:

- Direct traffic: 4.4K users
- Google (organic): 3.9K users
- Facebook referrals (combined): approximately 890 users
- Bing (organic): 346 users
- Wiltshire Council referrals: 64 users

### Sessions data shows a similar pattern:

- Google (organic): 6.8K sessions
- Direct traffic: 4.9K sessions
- Facebook referrals (combined): approximately 1K sessions

### Key insight:

Traffic is primarily driven by organic search and direct access, indicating that residents are actively searching for council information or returning to the website as a known and trusted source. Social media acts as a supporting channel, directing users to specific content.

### Content performance

The most visited pages reflect clear patterns of use:

Highest traffic pages

- Homepage – 5,854 views / 2,898 users
- Vacancies – 1,647 views / 1,083 users
- Meetings – 1,635 views / 281 users (5.8 views per user)
- Councillors – 935 views / 609 users
- KGV & Splash Pad – 690 views / 466 users

### Notable patterns

- Governance content (meetings, councillors, finance) shows strong and repeat engagement
- The vacancies page is a major driver of traffic, indicating demand for employment information
- Community and events content continues to perform well, particularly around facilities and activities

### Key insight

Residents primarily use the website to access core council information and services, including governance (meetings, councillors), contact information, employment opportunities and key facilities, rather than browsing general information about the town.

This confirms the website's role as a functional, task-focused platform, supporting transparency

and access to council services. It also reinforces the need to maintain a clear focus on the council's core civic role, rather than a broader "town portal" approach.

### Engagement insights

- Meetings pages show high engagement time (over 90 seconds), indicating detailed use of governance information
- "Report it" shows 100+ seconds engagement time, reflecting task-based use
- Long-form content such as history pages also shows high dwell time (~98 seconds), indicating deeper reading behaviour

### Impact

The website continues to operate as a key channel for statutory information, service access and resident engagement. Usage patterns demonstrate that residents rely on the site for practical, task-based information, particularly around governance, contact, employment and facilities. Strong performance in search and direct traffic supports the council's commitment to transparency and accessible information.

### Alignment with Town Plan

C1.08 – Communicate effectively through clear, direct and accessible communication

R4.05 – Provide clear and understandable information

R4.06 – Maintain strong digital communication channels

F7.03 – Deliver value for money through efficient systems

### Councillors' action

To note.



# Community

**Report:** 08/06/26 @ 19:00

[melksham-tc.gov.uk/meetings](http://melksham-tc.gov.uk/meetings)



**Melksham**  
TOWN COUNCIL

## Partnerships report for Community meeting 08.06.26

This section provides an update on partnerships activity since the last Community committee meeting on 23 March, outlining progress to date and setting out next steps. The agenda items that follow set out where work is currently at and how partnerships activity will continue to develop over the coming period.

### Community Toilet Scheme launched

#### 5Ws – What, why, where, when and who

##### What

A Melksham Community Toilet Scheme was proposed by Councillor Adrienne Westbrook at Full Council Meeting on 24th November 2025. Following this, Melksham Town Council has partnered with local businesses to offer non-customers access to their toilet facilities for free. Anyone will be welcome to use the toilets of participating organisations, during normal opening hours, without being required to make a purchase or be a customer.

##### Why

The scheme helps reduce barriers and uncertainty, raises awareness of hassle-free toilet locations, and enables visitors to plan their trips with confidence. Community Toilets will compliment Melksham's public toilets, improving access to facilities throughout the town at varying hours of the day.

##### Where

Participating businesses include:

- ASDA Melksham Superstore
- Doubles, Coffee, Pizza & Records
- Avonside Wilts
- The Hiding Place
- Melksham Town Hall
- Time to Stop
- Melksham Community Campus

Businesses, such as local supermarkets, pharmacies and more, were also approached prior to launch. The list of participating businesses reflects those keen to support the scheme at this time but we always welcome more sign ups to expand the scheme.

##### When

Melksham News launched the scheme on Wednesday 20<sup>th</sup> May 2026. Implementation is ongoing, with more businesses continually encouraged to take part and help grow the network of free facilities.

### Who

The scheme has been developed and implemented by the Partnerships team and supports all residents who needs to access the facilities.

### Impact

Participating business, The Hiding Place, commented: *“It is a pleasure to be involved in Melksham’s Community Toilet Scheme. When raising my boys, I would go into a pub, or cafe asking to use the toilet only to be refused unless I bought something. As an independent business in the heart of Melksham, we are proud to be a warm, welcoming space which supports an inclusive town. I understand the frustrations of a lack of accessible toilets, which is why we are happy to help expand Melksham’s network of free toilet facilities to everyone who needs to use them.”*

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Further conversations with participating businesses also highlighted the impact of health conditions, such as bowel cancer, on their loved ones. The need to identify toilet locations ahead of visits was key to reassure individuals that toilets could be easily accessed when needed. This collective evidence supports the positive impact of launching a Community Toilet Scheme in Melksham for families, people with health conditions and the elderly, making Melksham easier to visit.

### Financial implications

Community Toilet Scheme stickers have been purchased for businesses to display in their windows and raise awareness that their toilets are available to non-customers. The cost for 20 stickers was £51 inc VAT.

### Alignment with Town Plan

B5.03 - Develop the Community Toilet Scheme

C1.11 - Work in partnership with local organisations and businesses

### Councillors’ action

To note.

### Recommendations

The launch of the Community Toilet Scheme should be closely monitored to assess the impact on participating businesses, and response from residents.

Melksham Town Council should continue to promote the scheme, and expand the opportunity to more businesses. Comments on Facebook mentioned the worry, embarrassment and debilitation for those suffering with diabetes when local stores turn them away from using their toilets. The scheme creates a network of safe locations around town where those who need to use facilities are welcomed, and staff are encouraged to have discretion to avoid embarrassment. Maintaining a list of dedicated businesses is therefore crucial. Expanding the scheme to those who are not committed may cause further challenges if visitors are advised they could use certain facilities and are turned away. We shall therefore continue to selectively grow the network and provide comprehensive advice to participating businesses.



## Parking Redemption Scheme

### Aim

Melksham Town Council confirmed the continuation of the Melksham Parking Redemption Scheme following a resolution made at the Full Council meeting on Monday 12th January 2026. The scheme was first introduced in 2011 following a lack of cost-effective parking options which reduced the town's attractiveness to visitors. On Monday 30th March 2026, it was further resolved to invite more businesses to register to take part in the scheme and promote the free parking.

### 5Ws – What, why, where, when and who

#### What

The renewed Parking Redemption Scheme allows visitors to Melksham Town Centre to reclaim up to two hours free parking from Church Street Car Park. To take advantage of the free parking, visitors will be required to present valid proof of an active parking ticket to a participating business, Gompels Pharmacy or Wiltshire Framing. Accepted evidence includes a photo of the physical ticket or confirmation via the MiPermit app. The business will then reimburse the cost directly to the visitor and later reclaim the charges from Melksham Town Council.

### Why

Councillors agreed that residents consistently reclaim two hours of parking from Gompels Pharmacy, demonstrating its continued importance and value on Melksham's accessibility.

### Where

Participating businesses include: Gompels Pharmacy or Wiltshire Framing. Businesses are continually invited to take part through LinkedIn, Melksham's Business Partnerships Newsletter and direct invites.

### When

On 21<sup>st</sup> May 2026, the Parking Redemption Scheme was shared in Melksham Independent News to raise awareness about the continuation of the scheme. A dedicated page on the Melksham Town Council's website has additionally been created to provide information on who can claim, where they can claim and how they can claim. The scheme will further be continued to be promoted on Melksham Town Council's social media channels.

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### Who

Melksham Town Council's partnerships team have been inviting more businesses to take part and promoting the continuation of the scheme, which is open to anyone.

### Impact

On Facebook, the scheme received a lot of attention with 60 likes and 94 comments.

Positively, comments also asked for the Post Office to be involved. Based on this feedback, Melksham Town Council's Partnerships Officer plans to approach the business to enquire if they would like to be involved.

Generally, many felt the scheme was not as simple as neighbouring towns. However following Councillor engagement, it was clarified why the scheme operates as it does and these comments will support how information is presented in future communications regarding the scheme to answer concerns.

### Financial implications

Two hour's parking costs £1.50 in Church Street Car Park.

### Councillors' action

To note.

### Alignment with Town Plan

B5.04 - Encourage people to shop local

B5.07 - Advocate for community parking schemes

### Recommendations

Officers to continue promoting the scheme and clarifying how to take advantage of the scheme to residents.

## Hanging baskets

### 5Ws – What, why, where, when and who

#### What

Melksham Town Council approached local businesses to take part in the summer 2026 hanging basket scheme. This positively attracted six new businesses to take part and encouraged the installation of new hanging basket brackets across the high street.

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#### Why

By ordering hanging baskets through Melksham Town Council, it enables us to spread even more life and vibrancy across the town to enhance the town centre environment, improve appearance and attract visitors.

#### Where

Participating businesses include Lock & Key, Melksham Insurance Brokers, Eagle IT Support, New Resource Recruitment, The Hiding Place, Total Carpets & Flooring, Nixon & Shaw Opticians, Bliss Hair, Melksham Conservative Club, Goughs Solicitors, Tile & Bathroom Centre, The Market Tavern, Melksham Tourist Information Centre, ID Newmans, Colosseum Dental, Glow, Belle of the Ball Bridals, Evie's Kitchen and Melksham Kitchen & Appliance Centre.

#### When

The hanging baskets are scheduled to be installed on the 1<sup>st</sup> and 2<sup>nd</sup> June 2026.

#### Who

Melksham Town Council's Town Team will be responsible for weekly watering and monthly feeding. The partnerships team will communicate with businesses to ensure continued satisfaction with the service.

### Impact



Creates an attractive, welcoming town centre for visitors to enjoy. Hanging baskets further support The Melksham Bloomers entry into the South West in Bloom annual competition.

### **Financial implications**

Hanging baskets are charged at £60+VAT, and covers the cost of baskets, flowers and maintenance. By engaging businesses, it enables Melksham Town Council to order more flowers for a greater impact.

### **Councillors' action**

To note.

### **Alignment with Town Plan**

E2.02 - Protect, enhance and maintain community spaces

C1.10 - Enhance the town's appearance

B5.05 - Enhance the town centre environment

## **Partnerships newsletter**

### **5Ws – What, why, where, when and who**

#### **What**

In November 2025, Melksham Town Council launched a business partnerships newsletter, covering topics such as council updates, local events, sponsorship opportunities and more.

#### **Why**

The newsletters strengthens communication between the council and local businesses, ensuring they remain informed on the ways to get involved in their community. Collaboration allows us to bring more benefits to residents, and it is vital to keep businesses engaged in what is going on in our town. For example, without the support of local businesses, Melksham's Community Toilet Scheme would not be possible. The newsletter allows us to reach businesses who are looking to play a part in Melksham, and establish more regular channels of communication.

#### **Where**

The partnerships newsletter is emailed directly to 119 subscribers. This is a 9% increase from our March edition. We are focusing on gaining an engaged audience, providing targeted information to Melksham based businesses. Expanding the reach, the newsletter is additionally shared on LinkedIn which has 91 subscribers. An 8% increase since March.

### When

The newsletter is published monthly to ensure information is highly relevant, new and engaging to encourage more reads.

### Who

Melksham Town Council's partnerships team have been networking with Melksham businesses to expand the councils' connections and attract more sign ups.

### Impact

Evidencing the success of these communications, one of our most recent subscribers contacted us directly to be included after being shared the email from a colleague. This shows that businesses are finding the information of interest.

The newsletters have also attracted leads from businesses for roundabout sponsorship, the parking redemption scheme and events.

### Councillors' action

To note.

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### Alignment with Town Plan

B5.02 - Support business networking

C1.12 - Connect residents and communities

C1.11 - Work in partnership with local organisations and businesses

### LinkedIn

#### Impact

Since the end of March, Melksham Town Council's LinkedIn page has received 14 new followers meaning the page now has a total of 200.

During April to May, Melksham Town Council's LinkedIn page received 2,722 impressions and 47 reactions. This shows a 7.55% increase in impressions while reactions remained the same when compared to February and March. Despite this, figures have been reported part way through May, and continued posting is expected to boost monthly performance even higher than the previous period.

Civic posts were shown to perform most highly during this period, with 'Melksham Town Council is pleased to confirm the Mayor and Deputy Mayor for the 2026/27 civic year' post performing most highly. Looking ahead we plan to share content on the Melksham Community

Toilet Scheme, Parking Redemption Scheme and more opportunities for Roundabout Sponsorship.

### **Councillors' action**

To note.

### **Alignment with Town Plan**

B5.02 - Support business networking

## **Business partnerships - Events**

### **International Friendship Day**

#### **What**

Melksham Town Council is inviting warm, welcoming hospitality businesses to host a designated Friendship Table within their premises. A friendship table will act as a safe, friendly space where anyone can take a seat with the intention of meeting someone new. We are asking businesses to decorate a table within their premises to make it distinguishable and host a non-pressured, inclusive environment for meeting others.

#### **Why**

To celebrate International Friendship Day on Thursday 30th July 2026 and support community wellbeing. It is a simple but powerful idea designed to bring people together, start conversations, and help build new social connections within the community. It also supports businesses by promoting their involvement and increasing local visibility.

#### **Where**

Participating businesses so far, include: The Hiding Place.

#### **When**

Thursday 30 July, during businesses opening hours.

#### **Who**

Melksham Town Council's partnerships team are contacting businesses to get involved, and have pre-created social media graphics and posters for participating businesses to use.



## Friday Light Live

### What

On the last Friday of each month, Melksham Town Council will be hosting Friday Light Live, a new early evening event designed to bring a lively, family friendly atmosphere into the town centre.

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Businesses have been invited to come along to share with residents what exciting events or offers they have further into the night, and showcase what there is to get involved with. For business owners or charity groups unable to attend, we have also offered to create a display table for leaflets to help residents learn more.

### Why

The event aims to support local performers, traders and the wider night time economy by encouraging residents and visitors into the town. This is with the intention of inspiring them to go on and explore Melksham's pubs, restaurants, cafes and other venues later into the night, complementing existing businesses by giving visitors an exciting start to their evening.

### Where

Melksham Market Place.

### When

Friday 29<sup>th</sup> May 2026/ last Friday of each month during summer.

### Who

Melksham Town Council's Communications Teams developed a logo for Friday Light Live, and using the new brand rationalisation templates, social media graphics and posters have been

created to promote the event to residents. This aims to bring visual consistency to Friday Light Live and make the event recognisable across online and offline channels as it grows in the future.



## Business window competitions

### What

In 2026, Melksham Town Council will hold five business window competitions. Businesses along Melksham High Street are invited to transform their storefronts into vibrant, seasonal themed displays that engage the community and captivate residents.

The first competition of the year took place in April. Congratulations to Flowers in Focus for winning first place. Second and third place were awarded to The Hiding Place and Nixon & Shaw Opticians.

### Why

The competitions provide free exposure to businesses through press releases and Melksham Town Council's social media. They additionally encourage businesses to transform the high street seasonally, ensuring the town centre remains attractive and original. For residents, the displays create new visual interest, encouraging them to explore the town more regularly.

### Where

Melksham high street.

### When

Spring Window – 8<sup>th</sup> April

Gardening Window – 15th July

Halloween Window - 28<sup>th</sup> October

Remembrance Window – 11<sup>th</sup> November

Christmas Window – 2<sup>nd</sup> December

### Who

So far, 13 businesses have signed up to take part. This compares to 10 registrations in 2025.



## Mayor's Reception

### What

The Mayor's Reception was held on Saturday 14<sup>th</sup> March 2026, engaging local businesses through sponsorship and fundraising opportunities. Following the final collection of donations/ income raised from the event, Melksham's Mayor was able to proudly present an astonishing £3,435 to the two charities from fundraising efforts on the night.

### Why

The Mayor's Reception is an annual event highlighting the incredible contributions of Melksham's community volunteers through the presentation of the Civic Awards and offering members of our community a memorable night out. This year, guests were treated to an exquisite selection of tapas, flamenco dancing and a vibrant energy.

The evening was also successful in fundraising for the Mayor's chosen charities, which were FearFree and Wiltshire and Bath Air Ambulance. Unfortunately, difficulty in contacting a few auction winners meant that the event raised slightly less than initially expected. That said, both

charities were amazed by the amount raised, and the volume of community support and collaboration that the Mayor's Reception brought out.

#### Where

Melksham Assembly Hall is booked as the venue for the next Mayor's Reception.

#### When

Next year's date for the Mayor's Reception has been scheduled for Saturday 6<sup>th</sup> March 2027.

#### Who

Meetings will be held to discuss the roles and responsibilities of Officers for the next event.

### Councillors' action

To note.

## Roundabout sponsorship

### 5Ws – What, why, where, when and who

#### What

Following feedback from the initial launch, we are continuing to promote sponsorship per sign rather than per roundabout. This is to make the scheme more accessible for smaller businesses.

We are currently discussing ways in which adapting the landscaping of roundabouts can enhance the Melksham area while positively reflecting a new potential sponsor. The feasibility of seasonal planting is also being explored to maximise businesses visibility and improve the attractiveness of areas around Melksham.

#### Why

Roundabout sponsorship is a new initiative by Melksham Town Council to generate income for the maintenance of the local area. Sponsorship supports investments into conducting essential tree surveys and necessary work. It also provides an excellent opportunity for businesses to increase their brand visibility locally, directly showing their support for the community in high traffic areas around Melksham.

#### Where

Melksham Town Council has 11 roundabouts available to sponsor, located all around the town.

#### When



Roundabout sponsorship began 1<sup>st</sup> April 2026, with many businesses sponsoring the roundabout for a minimum two year term. The scheme will continue to attract more sponsorship into the year.

#### Who

59.46% of roundabout signs are now installed and live with sponsors. This includes sponsors: Melksham Car Care Centre, Tax Assist Accountants, Refa Tandoori, Hamza Uddin Estate Agents and Chippenham Conservatories and Windows.

Melksham Town Council's partnerships team are continuing to reach out to new businesses and expand the scheme.

#### Financial implications

Melksham Town Council have overachieved on the 2026/2027 target, providing positive income to support future maintenance projects in the town.

#### Councillors' action

To note.

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#### Alignment with Town Plan

B5.05 - Enhance the town centre environment

B5.02 - Support business networking



## Melksham Health & Wellbeing Meeting - Thursday 7<sup>th</sup> May

### NOTES

#### In attendance

|  |                                       |
|--|---------------------------------------|
| Richard Rogers (Wiltshire Council)         | Katrina Watson (Dorothy House)        |
| Kirsten Kerr (Carers Together)             | David Patford (MWPC)                  |
| Sarah Thomson (Melksham Com Support)       | Sarah Dommett (Doorways)              |
| Mary Winterburn (Healthwatch Wiltshire)    | Sindy Uttley (Giffords Surgery)       |
| Sallie Boyd (WC Adult Social Care)         | Teresa Strange (MWPC)                 |
| Ian Cunningham (MTC)                       | Laura Geater (WC Libraries)           |
| Emma Cade (WC Prevention & Wellbeing Team) | Chris Pickett (Mens Shed / Riverside) |
| Sheila Pickett (The Riverside Club)        | Jon Hubbard (Chair and WC Cllr)       |

| Agenda Item                           | Notes  | Actions or decisions  |
|---------------------------------------|--|---|
| <b>Apologies</b>                      | <ul style="list-style-type: none"> <li>• Rebecca Seymour</li> <li>• Bridie Hanraads</li> <li>• Liz Rowley</li> <li>• Amanda Wilkes</li> <li>• John Glover</li> <li>• Sarah Cardy</li> </ul>  |   |
| <b>Actions from previous meeting</b>  | All actions are covered in the agenda apart from to report that the funding for Age UK and Help Counselling was agreed by the area board   |   |
| <b>Carers Together (Kirsten Kerr)</b> | <p>Kirsten talked through a presentation on Carers Together, including who they are and what they do. The slides are attached to the email containing these notes and also added to the end of these notes.</p> <p>Carers Together is a partnership led by Age UK to provide full support for adult carers from simply providing information to helping them with their rights.</p> <p>This partnership approach prevents the need for carers having to tell different organisations their story several times</p> <p>Wiltshire Parent Carer Council and Youth Action Wiltshire (under 16) are linked into the partnership but are not part of it.</p> | <p><b>ACTIONS -</b></p> <ul style="list-style-type: none"> <li>• Provide an article to be put in Melksham News (Kirsten Kerr)</li> <li>• Send leaflets to MWPC / Library and other places (Kirsten Kerr)</li> <li>• Help publicize the partnership locally (All)</li> </ul> |

|                                    |  |  |
|------------------------------------|--|--|
|                                    | Following discussion it was agreed that locally more information is required to be publicised.   |  |
| <b>Families Out Loud</b>           | Karen Rendell could not attend   | <b>ACTION –</b><br>Richard to see if she can come another time |
| <b>Transport to Local Services</b> | <p>At the previous H&amp;WB meeting, the group agreed to see if anything could be done to support people needing to get to support services and in particular sessions run by Help Counselling, where a face-to-face meeting was required.</p> <p>A task group met to discuss this and their proposal was shared with the group.</p> <ul style="list-style-type: none"> <li>• Liz Rowley has written an article to go into the Melksham News asking for volunteer drivers who would be willing to just do the short journeys such as to Help Counselling in Trowbridge.</li> <li>• If drivers can be found, Link would be willing to include this service as part of what they offer</li> <li>• The fund that is available would be used to pay for taxis or bus fares where a driver could not be found for a specific session in order that they do not miss any or that the offer of counselling is withdrawn.</li> </ul> <p>The H&amp;WB group supported this proposal</p> <p>It was also mentioned that the Community bus can be booked for shopping trips and by groups.</p> |  |
| <b>Food Insecurity</b>             | <p>At the last health and wellbeing meeting it was agreed that:</p> <ul style="list-style-type: none"> <li>• A discussion to be held with the foodbank to encourage them to insist that long term users of the foodbank have a discussion with CAB in order that we ensure they are getting the right support and their dependence on food parcels can be reduced. – Following conversations with the Foodbank this has now been agreed</li> </ul>   |  |

|                                   |  |  |
|-----------------------------------|--|--|
|                                   | <ul style="list-style-type: none"> <li>• Funding from the Household Support Fund be used to pay for CAB to be able to resource both a drop-in service but also referrals from the foodbank. – This has now been put in place for 6 months.</li> </ul> <p>There was some concern raised by those attending that people may not get the support for food that they needed. In response the group was assured that a basic food parcel would always be available and if they needed more following an assessment then this would be offered.</p> <p>It was also pointed out that giving money to buy food which is then given out is not the way forward. It is better for the money to where appropriate be given directly to those who need it.</p>   |  |
| <b>Crisis and Resilience Fund</b> | <p>Richard updated the group on progress with the Crisis and resilience Fund.</p> <ul style="list-style-type: none"> <li>• 3 year ring fenced funding of over £13m aimed at increasing resilience to crisis and being able to cope better with financial shock</li> <li>• A delivery plan is required to be in place by 1<sup>st</sup> July 2026</li> <li>• Payments over school holidays for those who are on FSM's has now ended and support can be had for those who need it through the Crisis Support Service at Wiltshire Council providing emergency money and CAB providing wrap around support and advice</li> <li>• Additional money has been put in place to support those households who rely on heating oil and that service has now been set up to be provided by Centre for Sustainable Energy</li> </ul> <p>One strand of CRF is strengthening coordination between support services and the current thinking is that we will be able to explore the creation of hubs in each of the 18 community areas. This idea was welcomed by the group and asked for the next meeting to be dedicated to what this might look like</p> | <p><b>ACTION</b></p> <ul style="list-style-type: none"> <li>• Set up full H&amp;WB meeting / engagement / workshop to explore what a hub might look like in Melksham area</li> </ul> |
| <b>Updates</b>                    | <ul style="list-style-type: none"> <li>• Funding has been obtained to run 4 more daytime discos in the Melksham area</li> </ul>  |  |

|                             |  |   |
|-----------------------------|--|---|
|                             | <ul style="list-style-type: none"> <li>• The directory of local support being created by Friends of Gifford is to be launched imminently and looks to be very good.</li> <li>• A new community garden is being created at Gifford Surgery and they are also looking at linking this to the Canberra Community Garden</li> <li>• The new <a href="#">Wiltshire Community Lottery</a> has been launched and groups are encouraged to sign up and help publicise this as it will bring more money into the VCS.</li> <li>• Dorothy House shared their <a href="#">community map</a> of support they offer.</li> </ul> |   |
| <b>Funding bids</b>         | <p>Bowerhill Ladies Group have requested £480 to help towards their annual coach trip – The group discussed this application and had the following concerns:</p> <ul style="list-style-type: none"> <li>• This was simply helping pay for an outing</li> <li>• Were the members of the group in a position to be able to pay themselves?</li> <li>• How did this help promote the group or reach out to those who need it most?</li> </ul> <p>It was agreed that Richard / Jon would go back to the group to explore this further before a decision is made</p>  | <p><b>ACTION</b></p> <p>To recommend that the concerns of the group are addressed before the award is agreed.</p> |
| <b>Date of Next Meeting</b> | <b>TBA (Late Sep or Oct)</b>   |   |

## Slides From Carers Together



1



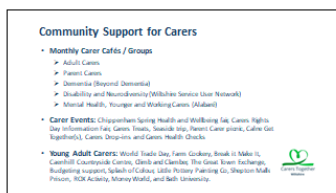
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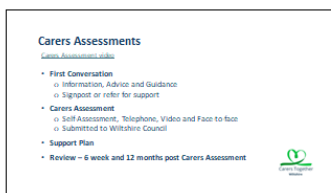
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5



6



**COMMUNITY FIRST**

**Support for Parent Carers**

<https://www.carerstogetherwiltshire.org.uk/parent-carers/> **Jo Hiller-Culley**


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**Parent Carers - Carers Assessment**

Any parent carer can receive a support call from Carers Together Wiltshire and have an 'assessment'

If their child is over 18yrs they can have a **statutory carers assessment**, which may result in a funded service, if eligible.

If their child is under 18yrs we have developed what we call a '**parent carer needs assessment**' which is designed to help the carer to access unfunded support.



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**Joanna Roberts**  
Young Adult Carer Support Worker

Individuals aged 16-25 who provide unpaid care to a family member or friend.

Jo is someone to walk alongside, and empower, Young Adult Carers, while they navigate their future.

<https://carerstogetherwiltshire.org.uk/young-adult-carers/>




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**Closure of Carers Support Wiltshire (CSW)**

CSW are closing on the 31<sup>st</sup> March 2025.

Carers Cafes in Calne, Ludgershall, Amesbury, Westbury and Wootton Bassett will move to 31<sup>st</sup> April 2025.

We are developing partnerships with A&E to run Care/Mental Health Cafes in Trondheim and Salisbury.

We are approaching Dorset House about partnering to support the Devonport group.

Please support us by updating your Carers information and communications so that Carers know that they still support to them.

Show our statement on Facebook: [Supporting unpaid Carers in Wiltshire - Our Commitment](#)



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**Current Delivery**

1<sup>st</sup> April 2023 to 31<sup>st</sup> March 2024

- Referrals received: **1563**
- Completed referrals: **1748**
- Initial contact made within 2 working days: **96%**
- Carers Assessments submitted: **673**
- Support Plans approved: **624**



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**How to get in touch with Carers Together Wiltshire**

 [www.carerstogetherwiltshire.org.uk/contact/](http://www.carerstogetherwiltshire.org.uk/contact/)

 01380 710300

 [enquiries@carerstogetherwiltshire.org.uk](mailto:enquiries@carerstogetherwiltshire.org.uk)

 [www.facebook.com/carerstogetherwiltshire](https://www.facebook.com/carerstogetherwiltshire)

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