



Community

Agenda for 14/09/26 @ 19:00

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Melksham
TOWN COUNCIL



Melksham
TOWN COUNCIL

Tuesday 8 September 2026

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

Ref: Community Committee Meeting, Monday 14 September 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 Committee of Melksham Town Council for the transaction of the business shown on the agenda below.

Monday 14 September 2026, to be held at 19.00 in the Council Chamber, Melksham Town Hall, Market Place, Melksham, SN12 6ES.

The quorum for the Community Committee 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/yck59kvh> . 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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- 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 Development

- | | | |
|----|--|---------------|
| 1. | Apologies | 19.00 – 19.01 |
| | To receive and consider acceptance for apologies and absences
(Local Government Act, 1972 s.85) | |
| 2. | Declaration of interests | 19.01 – 19.02 |
| | To declare an interest relating to the business of the meeting.
(Melksham Town Council Code of Conduct) | |
| 3. | Minutes | 19.02 – 19.05 |
| | To approve the minutes of the previous meeting 8 June 2026.
(Local Government Act 1972, s. 12) | |
| 4. | Public Participation | 19.05 – 19.25 |
| | To allow public participation, 3 minutes per person; 20-minute allocation.
(Local Government Act 1972, s. 12) | |
| 5. | KGV Income Summary | |
| | To note | |
| 6. | Move Melksham | |
| | For decision on supporting the concept. | |
| 7. | Holiday Activities 2026 | |
| | For decision on SEND film screenings,
To note the report. | |
| 8. | Park Yoga | |
| | To note the report. | |
| 9. | Friday Light Live | |
| | For decision on continuing the event in 2027.
To note. | |



10. Remembrance 2026

For decision on shortening the road closure.

To note the report.

11. Sham Jam Festival

To note.

12. Melksham at Christmas 2026

To note.

13. Age UK Wiltshire

To note.

Also to note the report from Melksham Community Support (between Community Report and Partnership Report)

14. Bra Bank

To note.

15. Wiltshire Digital Drive

To note.

16. Shipping Container

To note.

17. Updates from Previous Meeting

To note.

18. Partnership Officer Report

To note the report

18.1 Partnerships Letter

18.2 LinkedIn

18.3 The Sham Jam Festival – Sponsorship & Venue Partners

18.4 The Sham Jam Festival – Creative Conversations

18.5 Roundabout Sponsorship

18.6 Melksham ay Christmas Sponsorship

18.7 Updates

Melksham Town Council

Minutes of the Community Committee

At Melksham Town Hall on Monday 8 June 2026

PRESENT: Councillor J Westbrook Chair
Councillor P Aves
Councillor E Calland
Councillor J Crossley
Councillor G Elson
Councillor T Price
Councillor A Whitlock

IN ATTENDANCE

OFFICERS	Hayley Bell	CEO/Town Clerk
	Ian Cunningham	Community Office
	Andrew Meacham	Committee Clerk
	Dominic Rutterford	Communications Officer

PUBLIC two members of the public and one member of the press were present and one member of the public was present virtually

1/26 Apologies

There were no apologies. All members were present

2/26 Declaration of Interest

There were no declarations of interest.

3/26 Minutes

The minutes of 23 March 2026, having been previously circulated, were approved as a correct record and signed by the Chair Councillor J Westbrook.

4/26 Public Participation

Public Participant 1.

Q1 Owner of The Fisheries, an established business in Union Street. Can the Council reassure him that any changes to parking on Union Street would take into account the needs of the business and its customers?

A1 Melksham Town Council had been asked to run the survey but the decision would be made by the Wiltshire Council Cabinet Member for Highways. 50% of residents must respond and 50% of responses must be in favour before it would be considered. Delivery trucks will be given permits. Mitigating conditions could be considered.

Q2 The survey should be neutral but seems to have leading questions with the assumption of an issue.

A2 The wording of the survey was statutory and could not be altered.

Q3 Why is the survey only for residents?

A3 Only for the residents who would be allowed to park under the scheme and businesses on the road.

The Committee Clerk confirmed a survey had been hand delivered to all affected residential and business addresses, including The Fisheries. The Chair advised she had received many emails indicating there was an issue with parking. The chair confirmed she would remain in contact.

Public Participant 2

Q1 Agenda papers show a potentially large sum of money will need to be spent to fix the Town Council website. Is the Council concerned that certain subjects get lots of attention and more detailed work is sometimes lacking, resulting in a cost to residents?

A1 Speaking personally, it is a concern and the item will be deferred. There are things that the Council does very well, such as events. Would like to see the same level of detail in all services. Believes the Council is moving in the right direction.

Q2 All meetings have been rebranded and meeting tonight is shown as “community”. Is this confusing?

A2 Committee Chairs will be meeting with the Clerk to discuss the format of agendas. Aim is to provide more consistency. Will request the Clerk to provide a full response.

5/26 Vice Chair

Councillor Elson was nominated.

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

UNANIMOUSLY RESOLVED to appoint Councillor Elson as Vice Chair of the Community Committee.

6/26 Water Safety, Access and Potential Designated Bathing Water Proposal

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

UNANIMOUSLY RESOLVED to suspend standing orders to allow a member of the public to speak.

Members discussed liability, asked for clarification on the recommendations and the financial impact.

Deep water sign, info board, motorcraft bye-law and a gate on the slipway were suggested by the member of the public.

Standing Orders were re-instated.

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

UNANIMOUSLY RESOLVED to recommend to Full Council

- Support immediate multi-agency water safety improvements at the River Avon by King George V Park
- Influence water safety community courses
- Invite local user groups and agencies to form a water safety working group
- The council to complete the required consultation and apply in 2026 as a future designated bathing water application with Defra
- Future items on this project will be reported to Assets and Facilities
- The Clerk, with input from experts, do look into the purchase of a lifebuoy and signage, to come back to Council with the question of liability and costings for maintenance.

7/26 KGV Income Summary, Friends of Rivermead School Easter Trail, Melksham Town FC U10 Falcons Sponsored Cycle Ride, John Jennings Fun Fair, Shine Outdoors, Inflatable Theme Park, Park Run

In view of the length of the agenda, these items were grouped together and were noted.

8/26 Holiday Films, May Circus Skills Workshop, Film:WALL-E, Us Girls, Summer Holiday Free Films, August Circus Skills Workshop

These items were grouped together and noted.

Members were aware that Melksham Town Council not allowed to advertise the names of films. It was requested that it be made clear to residents that they can contact the office to obtain details. Community Officer informed members that an automated system had been set to reply to email queries with a list of upcoming films.

9/26 Melksham Health & Wellbeing Meeting, Park Yoga, Age UK Wiltshire

Theres items were grouped together and were noted.

10/26 Meet Melksham: Community Discovery Event

Deferred to be heard with the motion on Community Hub.

11/26 Friday Night Live, Melksham Makers Market

These items were grouped together and noted.

Friday Night Live. There were requests for a banner to advertise future Friday Night Live events and a report to the next meeting on involving/promoting local refreshment vendors.

12/26 Melksham Gardening Competition, Melksham at Christmas, Mayoral Updates

These items were grouped together and noted.

Members requested a breakdown on planning for Christmas, Remembrance and any other event come to the next meeting, to include any decisions that need to be made, volunteer plan, Santa's Grotto, access restrictions and security.

13/26 Melksham Festival: ShamJam

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

UNANIMOUSLY RESOLVED to adopt the name "The ShamJam Festival" with the whole name featuring on the logo.

14/26 Bra Bank, Wiltshire Digital Drive, Entertainer Register

These items were grouped together and noted. Officers advised we currently had over 40kg of donated bras.

15/26 Brand Rationalisation, Town Plan – Printed Copy and Accessible PDF, Press Releases and Media Engagement

These items were grouped together and noted.

There was discussion of social media branding.

Members noted that they would like to see some A/B testing.

16/26 Website Audit and Accessibility (AGAR Assertion 10)

This item was deferred for a report on full report on what is wrong and why it went wrong.

17/26 Council Newsletter, Meta (Facebook Performance Stats and Website Performance

These items were grouped together and noted.

It was felt that members only needed stats that had a financial implication were needed.

18/26 Community Toilet Scheme, Parking Redemption Scheme, Hanging Baskets, Partnership Newsletter, LinkedIn, Business Partnership – Events, Roundabout Sponsorship

These items were grouped together and noted.

19/26 Community Hub Motion

Councillor Crossley spoke to the motion.

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

UNANIMOUSLY RESOLVED to ask the CEO to explore setting up a Community Hub for the benefit of the residents of Melksham and work in collaboration with existing services to ensure that services are offered locally and are accessible for those who might otherwise be digitally excluded, struggle to access services online or over the phone or are unable to travel to access services easily. If possible, options around collaboration with Melksham Without Parish Council, could be considered. To come back to the next Community Committee meeting with a full report

20/26 Grass Cutting Intervention Motion

Councillor Price declared an interest through his employment relationship with Wiltshire Council Social Value Team.

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

UNANIMOUSLY RESOLVED to refer this motion to Full Council, with an understanding of financial implications either for Melksham Town Council to bear the cost, if reasonable, or refer to Wiltshire Council Community Payback Scheme.

Meeting closed at: 21:00

Signed Dated



Community

Report for: 14/09/26 @ 19:00

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Community report for Community meeting 14.09.26

KGV Income Summary

Budget code: 1192/190

Annual income target: £2,200.00. The June report recorded that the 2026-2027 KGV income target had been achieved in Q1. Income reported at that point was £2,675 from John Jennings Fun Fair (£1,400) and the Inflatable Theme Park (£1,275). Park hire shows a **favourable variance of £475 above target**. at the half year stage. 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.

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

Lost Bookings

Six-week inflatable booking

The council declined a six-week inflatable booking worth £10,500 and instead offered a two-week option worth £3,500 at the proposed rate. The hirer later decided this was not commercially viable, as hot weather reduced trading prospects and grass reinstatement costs would have been the same for two weeks as for six.

Circus booking

The circus had booked for four days and had already advertised heavily and put up posters around the town but withdrew because of the extreme temperatures.

Councillors to Note

Impact of extreme heat

The inflatable booking that did go ahead was also significantly affected by heat and direct sun, forcing closure on most days. Fortunately, the operator was still able to open in the evenings.

MTC also had to adjust the summer activity programme (see Summer Holiday Activities)

Extreme heat events are likely to make commercial hire harder to secure, with potential hirers more likely to delay deposits or bookings until the weather outlook is clearer.

Move Melksham (working title)

What

A proposed community sports and health showcase bringing together local sports clubs, activity providers, health organisations and related community groups. Residents could find out what is available locally, speak to providers and, where practical, try short taster activities. The first step would be a forum to bring interested organisations together and shape a deliverable event.

Why

The Town Plan commits the council to “supporting initiatives that encourage physical activity, mental health and healthy lifestyles so residents can live well and thrive” (C1.05), and to “working with partners to provide accessible facilities, programmes and activities for all ages and abilities” (C1.06). Move Melksham would provide a practical way to bring those commitments together. [Town Plan 2026-2029](#)

Local evidence supports continued work on participation and prevention. Wiltshire Intelligence reports that 71.9% of adults in Wiltshire were estimated to be physically active in 2021/22. It also reports that 31.5% of children aged 10-11 measured across 2018/19, 2021/22 and 2022/23 were overweight or obese. Source: [Wiltshire Intelligence CAJSNA 2024 - Health](#)

Where

King George V Playing Field is the preferred location, subject to feasibility, weather planning, access requirements and agreement with participating organisations.

When

An initial stakeholder forum is proposed for autumn 2026. The date and scale of a public event would then be developed with partners.

Who

Local sports clubs, leisure and fitness providers, health services, social prescribers, schools and youth organisations, disability-inclusive activity providers, community groups, residents, councillors and council officers.

Impact

The event could make local opportunities easier to discover, help residents try unfamiliar activities, create links between health and activity providers, and identify gaps in provision. The

forum would also test demand and allow partners to help design the event before resources are committed.

Financial implications

The initial forum would mainly require officer and partner time. A later event proposal would set out venue, equipment, promotion, staffing and provider costs before any budget commitment is requested.

Alignment with Town Plan

C1.04 - Deliver and support community events
 C1.05 - Promote health and wellbeing
 C1.06 - Expand sport and leisure opportunities
 C1.11 - Work in partnership with local organisations and businesses
 C1.12 - Connect residents and communities
 V6.01 - Maximise use of our venues
 V6.02 - Deliver a diverse events programme
 V6.05 - Support community use

Councillors' action

Recommendation:

To support the development of the Move Melksham concept, help identify and engage relevant organisations, and organise an initial stakeholder forum to determine support.

Holiday Activities 2026

What

Melksham Town Council has been delivering a free summer holiday programme for children and families between 23 July and 2 September 2026.

To provide free and low-cost opportunities for children, young people and families during the school holidays, supporting physical activity, creativity, social connection and access to local venues and green spaces.

The programme included:

Activity	Details	Sessions / attendance
Free family films	Included SEND-friendly screenings	10 sessions, including 5 SEND sessions. Numbers varied from 0 to 5 for

		SEND and 5-40 for other sessions. Significantly more seats were booked than used – roughly 30% attendance
Canoe taster sessions	with Wiltshire Canoe Club	5 sessions, 16 young people per session
ATB scooter and skateboard	Wiltshire FUEL supported lunches for eligible children	2 sessions, approximately 75+ attendees each
Circus Skills with Mr Bert	Show, juggling, diabolo, plate spinning and related activities	2 sessions. (Not ticketed come & go but spot count over 80)
Us Girls	Delivered with Wiltshire Council for girls aged over 11	7 different activities - see table in session
Free Football Fridays	Football sessions for children and young people deliver by Future of Football	2 sessions – 45+ at each
Nature's Wonders	Delivered with Wiltshire Wildlife Trust	2 sessions
Friday Light Live	Although not specifically part of the summer programme (and not funded from that budget), families with children of all ages attended	2 sessions in summer period

Where

King George V Playing Field, Melksham Assembly Hall, the Adventure Centre, the KGV Skatepark, Kingfisher Court, Melksham Community Campus, Marketplace

When

When	Event
23 July	Free family film x 2; Us Girls rugby taster
27 July	Canoe taster session
29 July	ATB scooter & skateboard
30 July	Free family film; Us Girls bootcamp
31 July	Canoe taster session; Friday Light Live

6 August	Free family film x2 ; Us Girls Mighty Girls session
7 August	Free Football Fridays
11 August	Nature's Wonders
12 August	ATB scooter & skateboard; Circus Skills with Mr Bert
13 August	Us Girls Future of Football
14 August	Canoe taster session
17 August	Canoe taster session; Nature's Wonders
20 August	Free family film x2 ; Us Girls Park Yoga
21 August	Free Football Fridays
27 August	Free family film x2; Us Girls Spin & Gym
28 August	Friday Light Live

Who

Melksham Town Council, supported by external providers and local venues including Bath Rugby Foundation, EnerGym, Mighty Girls, Future of Football, Park Yoga, Wiltshire Wildlife Trust, ATB, Mr Bert and the Wiltshire Canoe Club/Adventure centre.

ATB scooter and skateboard sessions

ATB scooter and skateboard sessions were delivered at the KGV skatepark on 29 July and 12 August. Both sessions were very well attended, with around 75 or more attendees at each. Wiltshire FUEL also supported the event and provided lunches for eligible children, helping to widen access and ensure that the sessions formed part of the wider free summer holiday activity offer.

Canoe Taster Sessions



The canoe taster sessions were extremely popular and fully booked. An additional session was added at the end of the programme and booked out within a day. Parents booked through the council and also registered with the canoe club to provide safety and medical information. Many children said they wanted to continue and join the club. The sessions were well run, with strong support from club members. Children were given guidance on water safety and the need to wash carefully after river activities. Girls

outnumbered boys by 4 to 1.

Feedback was extremely positive. Officers recommend including this in future holiday programmes as appropriate (weather). Also looking at paddle boarding.

Us Girls

Delivered in partnership with Wiltshire Council (funded by MTC)

Initial data - a full report will follow - last session was after this report was written.

Measure	Figure
Unique participants	27
Total attendances	67
Average attendance per session	13
Sessions delivered to date	5
Participants with long-term health conditions	2
Participants with SEND	5

Date	Activity / details
23 July 2026	Rugby with Bath Rugby Foundation / Melksham RFC
30 July 2026	EnerGym Boxercise / Bootcamp
6 August 2026	Mighty Girls Positive Relationships Workshop
13 August 2026	Football with Future of Football
20 August 2026	Park Yoga
27 August 2026	Gym & Spin

Received from the organiser (28/7/26)

“As our Us Girls summer programme concludes, we wanted to take the opportunity to thank everyone who has contributed to another fantastic summer of activity in Melksham. First and foremost, we would like to say a huge thank you to Melksham Town Council for funding and supporting the programme for a second consecutive year. Their continued investment in opportunities for local young people has been instrumental in making Us Girls possible and

ensuring that girls across the community can access a wide range of fun, welcoming, and free activities throughout the summer.

Heat Impact

Future of Football was another KGV event impacted by the heat. Fortunately, Melksham Assembly Hall was available and we were able to transfer the event indoors rather than cancel.

Circus Skills

The Circus Skills were hugely popular with at least 80 taking part over the session.

Heat Impact

The first session was very hot but was able to use shade under the tree. Temperatures were extreme for the second session but we were able to move the event into the Melksham Assembly Hall.

Free Football Fridays

Free Football Fridays were well attended, with more than 45 registrations for each event. Future of Football, a local business, provided the staff, equipment and registration support.



Films

Film attendance and bookings were unsurprisingly affected by good weather and competing outdoor activities. As the screenings were free, non-attendance did not result in a financial loss for those who booked, making it easier for people not to attend. Attendance declined over the holidays, falling from around 40 at the start to fewer than 10 by the end, and the proportion of bookings that converted into attendance also reduced.

Date	Film	Tickets booked	Attended average)
23 July 2026	Stardust	59	25
30 July 2026	How to Train Your Dragon (Friendship Day)	24	12
6 August 2026	The Lego Movie	51	15

20 August 2026	Megamind	36	7
27 August 2026	Rango	21	5
Total		167	

Film Titles - to Note

Residents have asked why film titles are not advertised. Our film licence does not allow us to advertise or charge but we can respond to direct enquiries: so a Power Automate response has been set up for messages sent to films@melksham-tc.gov.uk, which extracts the film titles after the enquiry date and sends it back - staff simply add new films to the list.

Send Sessions

SEND-specific screenings were poorly attended, with more than one session having no attendees.

In total, 51 tickets were booked for SEND sessions, but only around 6 were used.

Officers will seek feedback. Lower SEND uptake may reflect the smaller number of children in this category, the wide range of individual needs, and the fact that longer films or target age ranges may not suit everyone. It may also reflect that the main screenings were already informal and accessible, allowing children to move around, make some noise, use play mats, access nearby toilets, and leave or return with parents or carers without the issues that might apply in a more formal public (paid) cinema.

Recommendation:

Stop running separate SEND screenings and instead advertise the family films as child friendly, making clear that they are not formal cinema screenings. Parents or carers with concerns should be encouraged to contact the council for advice, and officers can respond accordingly e.g. run an additional SEND screening on request.

Impact

All events received positive in-person feedback, and survey feedback will be collected after the summer holidays. Popcorn at 50p has proved popular.

[The popcorn machine is planned to be hireable for booked events like weddings.]

Holiday Activities Status

The publicity for the activities has been more effective via our web, socials and posters as well as information shared through schools.

We are about to run a public survey which will include those who did take part but also try to reach who did not. Results should be available for the next Community Committee meeting.

COMMUNITY

Free* family events for the summer school holidays

Monday	Tuesday	Wednesday	Thursday	Friday
			23 JULY Free Family Film 10:00-14:00 Assembly Hall U4 Girls - Rugby Taster at Barn Rugby 10:00-11:00 Kingsthorpe Court King George V Park	24 JULY
27 JULY Cancer Taster Session 10:00-12:00 Adventure Centre, King George V Park	28 JULY	29 JULY ATB Scooter & Skateboard 10:00-12:00 Skatepark King George V Park	30 JULY Free Family Film 10:00-14:00 Assembly Hall U4 Girls - Bookcamp at Stonemy 10:00-11:00 Kingsthorpe Court King George V Park	31 JULY Cancer Taster Session 10:00-12:00 Adventure Centre, King George V Park Friday Light Live at Theatre Mowbray 18:00-19:00 Market Place
3 AUGUST	4 AUGUST	5 AUGUST	6 AUGUST Free Family Film 10:00-14:00 Assembly Hall U4 Girls - w/ Mighty Girls 10:00-11:00 Adventure Centre, KGV	7 AUGUST Free Football Fridays 10:00-14:00 King George V Park
10 AUGUST	11 AUGUST Nature's Wonders 10:00-12:00 King George V Park	12 AUGUST ATB Scooter & Skateboard 10:00-12:00 Skatepark, KGV Cancer Rally (All Ages) 14:00-16:00 King George V Park	13 AUGUST U4 Girls - Future of Football 10:00-11:00 Kingsthorpe Court King George V Park	14 AUGUST Cancer Taster Session 10:00-12:00 Adventure Centre, King George V Park
17 AUGUST Cancer Taster Session 10:00-12:00 Adventure Centre, King George V Park Nature's Wonders 12:00-1:00 King George V Park	18 AUGUST	19 AUGUST	20 AUGUST Free Family Film 10:00-14:00 Assembly Hall U4 Girls - Park Rangers 10:00-11:00 King George V Park	21 AUGUST Free Football Fridays 10:00-14:00 King George V Park
24 AUGUST	25 AUGUST	26 AUGUST	27 AUGUST Free Family Film 10:00-14:00 Assembly Hall U4 Girls - Open & Gym 10:00-11:00 Community Campus	28 AUGUST Friday Light Live 18:00-19:00 Market Place

*Events are free but some have limited space and require booking. For more information visit melksham-tc.gov.uk/events/



Financial

[predicted]

Code	Description	Spent	Remaining Balance
4930/190	Holiday Activities	£2,850.60	£2,149.40

Although less than half the year has passed and more than half the budget has been used, higher spending is expected during the summer activities period, so the budget remains on track.

Alignment with Town Plan

- C1.04 - Deliver and support community events
- C1.05 - Promote health and wellbeing
- C1.06 - Expand sport and leisure opportunities
- C1.09 - Support cultural development
- C1.12 - Connect residents and communities

V6.02 - Deliver a diverse events programme

V6.05 - Support community use

Upcoming Holidays

October 22 October to Friday 30

Films are already scheduled – SEND subject to council decision

We are working on a number of possible activities which will be announced when confirmed via our usual channels

Christmas 21 Dec (18) to 1 Jan (4)

Films are already announced – contact Films@Melksham-tc.gov.uk for details or call Melksham Town Council.

Christmas Film

We hope to convert one of the Christmas films to an early-evening Christmas film screening with perhaps hot chocolate and marshmallows, where children can come in pyjamas and bring sleeping bags or similar. This will depend on the availability of the assembly hall at a suitable time (the hall often

We have other possible events under consideration which will be announced via the usual channels.

Park Yoga

MTC continues to support Park Yoga at KGV Playing Field in partnership with Wiltshire and Swindon Sport (WASP) and the charity Park Yoga. The 2026 programme provides free weekly Sunday morning yoga sessions from 3rd May to 13th September, funded by MTC and hence free to participants.

The programme has attracted strong attendance with the first 2026 session attracting more than 60 attendees, and by August more than 80, demonstrating continued demand for accessible, inclusive outdoor activity that supports health, wellbeing, physical activity and use of the park. Publicity through MTC's website, social media and posters appears to have been effective.

Financial implications

[predicted]

Code	Description	Spent	Remaining Balance
4950/190	Park Yoga	£1,500.00	£0.00

The charity has a stated aim of becoming self-funding by 2028. It is not clear whether this will still require direct support from local bodies such as MTC.

Friday Light Live update

What

Friday Light Live is a monthly early evening town-centre event in the Market Place, running on the last Friday of the month from May to October 2026. It provides short live performances in an informal setting with tables, chairs and the assembly hall provides drinks.

Costs	Comments
Frome Street Bandits	Extraordinary street band – great “wow” start
David Toya	Jazz crooner – picked up several private bookings
Wade Merritt	Local singer – very popular – people gave him money
Joe Robinson	Melksham singer - rain stopped the use of the marketplace. We were able to move into the Assembly Hall on this one occasion. This would not be a long term possibility.
Courting Ghosts	4-piece band – festival special
Friday Light Live banners	Advertising on the popup garden in the Market

Why

To bring residents into the town centre in the early evening, support local performers, provide free entertainment and encourage follow-on footfall for the evening economy and a sense of community. To make the market place more of a venue.

Where

Melksham Market Place, with the Town Hall used as the control and support point.

When

29 May, 26 June, 31 July, 28 August, 25 September (30 October?) 2026, normally from 18:00 to 19:00.

Who

Performers were Frome Street Bandits, David Toya, Wade Merritt, Joe Robinson and Courting Ghosts Acoustic. The 25 September event also forms part of Sham Jam as a Friday Light Live special.

Impact

The event is designed for around 80 to 100 attendees, with seating, soft barriers and light stewarding to manage the Market Place. It gives local performers a visible town-centre platform and supports the Market Place as a regular community and cultural venue. Feedback from attendees has been extremely positive, with people of all ages, including families with children, taking part. Passers-by often stop briefly to enjoy the event.

Financial implications

FLL has been funded from the community events budget.

[predicted]

Code	Description	Spent	Remaining Balance
4920/190	Community Events	£1,009.00	£3,991.00

Costs have been relatively low (as expected) and include one-time production for a banner to advertise the event.

Alignment with Town Plan

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

Business Support

Some businesses have asked us to share their promotional materials during Friday Light Live, which we have done. The Partnership Officer has also encouraged businesses to make more of the event by offering deals or follow-on activities. There has been some interest and a few examples so far, but this could be developed further now the evening has been shown to work.

Councillors to note

We have also been approached by business who have asked about running their own event on another Friday under the banner for Friday Light Live. This would need a decision by councillors, and some thought would need to be applied to the policy – supporting some businesses. But perhaps this could become a sponsorship option by which a business might sponsor the MTC event in return for promotion of their event as part of a Friday series?



Melksham
TOWN COUNCIL

Councillors' action

To note and support continued promotion of the remaining 2026 dates.

To consider whether& how MTC might support 3rd party and give guidance to officers with any necessary policy.

Recommendation

That Melksham Town Council adopts Friday Light Live as a regular monthly summer event, held on the last Friday of each month from April to October, with funding from the existing Community Events budget, code 4920/190.

Remembrance Sunday 2026

What

Planning is underway for this year's Remembrance Sunday event, which will take place on 8 November 2026. Officers have discussed the arrangements with the Royal British Legion, who are broadly happy with how the event has run in previous years.

Why

To support the town's annual act of remembrance, provide a safe and dignified civic event, and reduce unnecessary disruption where this can be done without affecting the parade or service.

Where

The parade and civic arrangements will include the Market Place, Church Walk, Place Road, Canon Square and the war memorial area. The Assembly Hall will be used for refreshments after the event.

When

Remembrance Sunday falls on 8 November 2026. Officers are exploring a slightly shorter road closure, ending at 12:15 rather than 12:30, subject to agreement by all parties.

Who

Melksham Town Council, the Royal British Legion, parade participants, councillors, invited dignitaries, local businesses, residents and the wider community.

Notes

Councillors & Parade

The Royal British Legion has asked that councillors do not join the end of the parade into Canon Square after it passes the town hall. Councillors who attend the church service will join the service from there as usual with other members of the congregation: it has been suggested those who want to watch the marchers from the town hall could walk via Place Road and through the churchyard to reach Canon Square ahead of the marchers (as it will be difficult to walk on the pavements in church street) and that some don't feel they will be able to do this quickly enough then they should wait in Canon Square,

Wreath Laying

The Royal British Legion has asked for the list of official wreath layers to be kept short to avoid long waits for veterans, young people and parade participants. Others may still lay wreaths, but they would not be formally announced by the Town Crier. Officers will work with the RBL to agree the list, with the usual civic wreaths included.

Refreshments

Refreshments are planned in the Assembly Hall after the event, with tea, coffee and cakes. Councillors have previously asked about soup, but the current condition of the Assembly Hall kitchen makes heating or keeping food hot difficult.

Design

The design materials from last year are still suitable and can be reused.

Band

Officers are also exploring whether a small band could accompany the hymns- although, as always musicians are in short supply.

The Parade Commander has advised that the parade is normally clear well before 12:15, and barriers are usually moved to allow some parade participants to leave the car park via King Street. Shortening the road closure could therefore reduce staffing costs and disruption for people travelling through the town, subject to final agreement.

Councillors' action

Recommendation: That councillors support shortening the Remembrance Sunday road closure to 12:15, from 10:30–12:15.

Flying Officer Gerrish, who is Parade Commander, has confirmed that a 12:15 road reopening is fine, as they have always finished before 12:00. Trevor Paterson, Chair of the RBL, has also confirmed that this will be fine. Especially as he wants to reduce time spent wreath laying/

To note: the requests by the RBL for changes to the marching arrangements.

Volunteering: It would be appreciated if any councillors who are able to help serve refreshments to veterans and others in the Assembly Hall after the event could let the Community Officer know.

Further

Invitations for VIPs and local dignitaries will be prepared. Road closures will be publicised once agreed, and letters will be sent to local businesses, with additional communication to residents of Canon Square and Church Walk asking for their cooperation with parking arrangements.

11th of November

A separate remembrance event will take place on 11 November, following the approach used last year. A wreath will be laid at the war memorial.

Poppies to Paddington

Great Western Railway has confirmed that the Poppies to Paddington scheme is expected to run again.

To note:

As before, wreaths cannot be collected from Melksham station, so Chippenham or Westbury have been suggested as alternative collection points. It is assumed that Melksham will wish to take part again as a railway town.

Financial implications

Security quotations will be sought shortly, (once road closure timing is confirmed) with three companies having expressed interest. A shorter road closure may reduce staffing and security costs.

Quotations for cakes for post event refreshments in the assembly hall have risen

There has been no expenditure so far.

[predicted]

Code	Description	Spent	Remaining Balance
5208/200	Remembrance	£0.00	£2,000.00

Alignment with Town Plan

C1.04 - Deliver and support community events

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

C1.12 - Connect residents and communities

Sham Jam Festival update

What



Sham Jam Festival is planned as a ten-day town-wide celebration of music, art, workshops, comedy, drama and community activity from 18 to 27 September 2026. It includes a marquee programme at King George V Playing Field and activity across the Market Place, Town Hall, Assembly Hall, library, local venues and businesses.

Why

To celebrate local creativity, increase town-centre activity, create opportunities for community groups and businesses, and provide a platform for both local talent and selected nationally recognised names.

Where and when

Across Melksham from 18 to 27 September 2026, including King George V Playing Field, Market Place, Town Hall, Assembly Hall, Melksham Library, Canberra Centre, The Hiding Place, Riverside Centre, King's Arms, Doubles and Avonside.

Who

Melksham Town Council, partner venues, local artists, community groups, external promoters and event suppliers.

Financial implications

Budget code 4935/190 - Festival - has a budget of £10,000. Some festival activities are supported from other budgets, including much of the youth-focused street artwork and Friday Light Live, which is funded from the Community Events budget. A significant number of events are also being delivered by third parties.

Financial data is very preliminary but roughly as follows. We do not have absolute figures – some will depend on ticket sales/attendance

NB **Very Provisional**

[predicted]

Metric	Estimate
Total income	£15,260.00
Total expenditure in contingency	£11,635.74
Remaining	
Net position	£3,624.26
Without Contingency	£6,624.26

External promoter arrangements reduce performer fee exposure for the headline externally promoted events, but the council still needs to manage venue, staffing, safety, infrastructure, communications and operational costs.

Alignment with Town Plan

- C1.04 - Deliver and support community events
- C1.09 - Support cultural development
- C1.11 - Work in partnership with local organisations and businesses
- C1.12 - Connect residents and communities
- B5.04 - Encourage people to shop local
- B5.05 - Enhance the town centre environment
- V6.02 - Deliver a diverse events programme

Councillors' action

Note That Melksham Town Council notes the Sham Jam programme and the council not paying the fees of the major external performers.

Sham Jam programme

Programme

Date	Programme
Friday 18 September	Don't Stop Me Now dance flash mob; Rich Hall; Canvas Swap
Saturday 19 September	Vegan Market; Ukulele workshops; Street Art Workshop with Mr Sce; Sham Jam Comedy Weekend Saturday; Riverside Centre Open Mic; live acoustic music at the King's Arms
Sunday 20 September	Arty Kids Pottery Painting; Street Paint in the Park; Sham Jam Comedy Weekend Sunday; Meet Milktown Brewery
Monday 21 September	Meet the Author - Anne Holland; Pottery Painting and Prosecco; One Voice Choir
Tuesday 22 September	Rhyme Time - Babies; Story Shed Workshop; Story Shed Book Discussion and Creative Writing; Doubles Comedy Open Mic
Wednesday 23 September	Brewery Tour and Tasting; Step Forward men's mental health walk and talks; Origami Workshop
Thursday 24 September	Rhyme Time - Toddlers; Street Art Workshop; Creative Conversations: The Art of Business; Sip and Paint a Mural; Open Mic Night
Friday 25 September	DJ Workshop and Scratch Masterclass; Courting Ghosts Acoustic Friday Light Live special; Martin Kemp - Back to the 80s Party
Saturday 26 September	Makers' Market; Sham Jam Storytime; Bingo Lingo; Bin Rat family show; Colour and Unwind; live acoustic music
Sunday 27 September	Street Art Legacy with Mr Sce; Lazy Sunday Afternoon on the KGV stage; Lazy Sunday Afternoon at Avonside; Ritzy Tea Dance with The Terry Hill Big Band
Throughout	Play Me, Melksham; Hidden Melksham photography trail; Nicola Davis Art Heals exhibition; Paper Doll Decorating

Sham Jam Web Site

A new website has been developed by the communication officer (internally). Costs are for hosting.

[predicted]

Budget area	Description	Amount
Communications and Marketing	Website - annual cost	£220.00
Communications and Marketing	Website domains - annual cost	£50.35



The Sham Jam Festival is Melksham's new celebration of creativity, bringing together music, arts and community spirit. Showcasing local talent alongside national names, it transforms the town into a vibrant cultural experience each September.

18-27 September 2026

We're on the look out for talent, artists, community groups and venues to participate. [CONTACT US](#)

Line-up and events

[GRID VIEW](#) [CALENDAR VIEW](#)

FILTER

☐ Art
 ☐ Comedy
 ☐ Community groups
 ☐ Craft
 ☐ Dance
 ☐ Drama
 ☐ Exhibition
 ☐ Food & drink
 ☐ Literature
 ☐ Market
 ☐ Music
 ☐ Pottery
 ☐ Spoken word
 ☐ Wellbeing
 ☐ Workshop
 [CLEAR ALL](#)

Event Name	Location	Dates	Cost	Booking	Category
PLAY ME, MELKSHAM	Various Locations	18/9/26 9:00 - 26/9/2026 17:30	FREE	no booking required	MUSIC
HIDDEN MELKSHAM: PHOTOGRAPHY TRAIL	Various Locations	18/9/26 9:00 - 27/9/2026 16:00	FREE	no booking required	ART EXHIBITION
NICOLA DAVIS	Town Hall	18/9/26 18:00 - 26/9/2026 16:00	FREE	no booking required	EXHIBITION WELLBEING ART
COLOUR IN CLASSIC LP COVERS	Doubles	18/9/26 18:00 - 27/9/2026 18:30	FREE	no booking required	ART
SHAM JAM DANCE FLASH MOB	Market Place	FRIDAY 18/9/26 18:00 - 18:30	FREE	no booking required	DANCE
RICH HALL	Assembly Hall	FRIDAY 18/9/26 19:00 - 22:30	£18.00	BOOK NOW	COMEDY SPOKEN WORD MUSIC
CANVAS SWAP	The Hiding Place	FRIDAY 18/9/26 19:00 - 28:00	£5	ENQUIRE	ART CRAFT FOOD & DRINK
OPEN MIC	Riverside Centre	FRIDAY 18/9/26 19:00 - 21:00	£3.00 fundraiser	BOOK NOW	MUSIC SPOKEN WORD

MTC have acquired the domain ShamJam.org and have set up a Facebook page linked to this site.



Melksham
TOWN COUNCIL



Brochure

A brochure has been produced, funded by sponsorship – more details in the Partnership report.



Street Art

The street art programme includes the Bath Road toilets mural and a workshop where young people will help create elements for the final artwork. This part of the programme is supported by Melksham Area Board funding under grant ID **ABG2411**, with an award of £1,760. The festival also includes two further street art workshops involving young people and local street artists, including those who presented their ideas to the council earlier in the year.

Gazebos and Street Art

MTC's gazebos were originally purchased as part of the Makers' Market project. Two larger gazebos still showed the council's former **.co.uk** web address, which has now been replaced by the **.gov.uk** address required under the Practitioner's Guide audit requirements for digital and data compliance.

The gazebo tops have therefore been replaced with updated contact details and the new council branding, so all tops are now consistent.

The older covers have been repaired where needed and redecorated as part of the street art project. One cover will be used to promote Sham Jam another will be used for general events where something "upbeat" is appropriate.

The gazebo frames were also repaired by staff during this process.

General Comments

The response to the first Sham Jam Festival has been encouraging. As expected for a new event, some people have said they cannot be involved this year but would be keen to take part if the festival runs again. The level of sponsorship secured for a first-year festival is significant, and officers are confident this could grow further through continued partnership work.

Expectation

It is expected that events will be moderately supported as despite publicity, people will naturally not know much about the event in the first year.

External promoters: to note

Martin Kemp, the Sham Jam Comedy Weekend / Comedy Festival, and the Saturday night event on the 26th (still not confirmed) are being provided through external promoters. Melksham Town Council is not paying performer fees for those externally promoted events; in some cases, MTC will have a small share in profits if support is good.

Marquee Note

The marquee in KGV and its contents are being provided without cost to the council as part of sponsorship deal with Jarboom Ltd.

Some costs, such as security and first aid are being covered by the council as part of the Sham Jam festival – most of these costs were already expected as part of the festival and hire of venues elsewhere.

Financial implications

The external promoter arrangements reduce performer fee exposure for Martin Kemp, the Comedy Festival and Bingo Lingo.

Councillors' action

To note:

The Council will adjust operating hours at the Town Hall to accommodate the event. Please continue to share communications relating to the event

Melksham at Christmas 2026

What

Planning is continuing for Melksham at Christmas 2026, including the Christmas lights switch-on, indoor and outdoor market activity, entertainment, Santa's grotto, and associated safety and operational arrangements.

Why

To deliver a major inclusive community event, support town-centre footfall and provide opportunities for local traders, performers and community groups.

Where

Melksham Market Place, Town Hall, Assembly Hall and That Meeting Place.

When

Saturday 5 December 2026. Santa's grotto will go ahead from 14:00 in That Meeting Place. The indoor market will also run from 14:00, with a quiet period from 14:00 to 15:00 and no performers during that first hour.

Who

All residents, businesses and visitors, with booked or listed vendors and performers.

Impact

Melksham's Christmas Lights Switch-On remains the town's main annual community event, bringing residents, traders, performers and community groups together in the town centre. It supports footfall for local businesses and provides a visible seasonal focal point for Melksham. Interest from vendors remains strong, and the event continues to be regarded as an important part of the town's annual programme rather than simply a lights ceremony.

Notes:

The very popular local band, Sad Dad Club are pencilled in as the main pre-lights act. There will be the usual mixture of performers on the assembly hall stage and the outside stage. Hire of 7m x 6m stage has now been confirmed

Quiet hour for indoor market

We have had requests from people who would benefit from a calmer environment. Accordingly, the indoor market will begin at 2pm with a quiet hour in which there will be no performances.

Alignment with Town Plan

C1.05 - Promote health and wellbeing

Toy Drive

Following the success of last year's move, the Friends of Giffords Toy Drive will again take place in the Council Chamber during the Christmas event. Donated toys will be available particularly for families who may find it difficult to buy toys. Holding the toy drive during the main event significantly increased footfall, compared with previous years when it was held separately.

Santa's Grotto

We will again run Santa's grotto with an opportunity to meet Santa, hear a story and receive a small gift. Like the indoor market, this will run from 2pm

Christmas market vendors

Indoor

To date we have 25 applications with an approximate value of £1000.

We have not confirmed any vendors but will be shortly drawing up a short list and hall plan.

Outdoor

To date, 38 applications have been received, 32 of which are non-alcohol related, with a theoretical value of around £2,800.

- Not all applications will convert into confirmed bookings
- There may be too many vendors of some types
- Street locations still need to be carefully mapped and measured

but the level of interest from vendors is encouraging.

The aim is to try to prioritise Melksham vendors whilst providing a good mix of stalls and a reasonable return for all concerned.

Issues

Finance

Last year's budget was supported by retained deposits honoured by suppliers from the cancelled event in 2024. This year the budget is the same but nearly all costs have risen.

It is hoped to make up any shortfall through sponsorship, good deals and increased stall revenue but there is a risk that some elements may have to be reduced from last year.

Financial implications

Budget code 4915/190 - Christmas - has a budget of £11,000.

Budget code 1190/190 - Christmas Stalls - has an income target of £2,563.

Supplier costs, security, medical cover, sound, staging and operational requirements need continued monitoring.

Alignment with Town Plan

C1.04 - Deliver and support community events
 B5.04 - Encourage people to shop local
 B5.05 - Enhance the town centre environment
 C1.12 - Connect residents and communities
 V6.02 - Deliver a diverse events programme

Councillors' action

To note the vendor position, quiet-hour arrangement, Santa's grotto arrangements, and unresolved roof / fireworks issue.

Financial implications

Market income and supplier costs will continue to be monitored against the Christmas budget.

Alignment with Town Plan

C1.04 - Deliver and support community events
 B5.04 - Encourage people to shop local
 B5.05 - Enhance the town centre environment
 C1.12 - Connect residents and communities
 V6.02 - Deliver a diverse events programme

Councillors' action

To note.

Age UK Wiltshire

What

Melksham Community Support continues to be delivered in partnership with Age UK Wiltshire and Melksham Without Parish Council. Age UK Wiltshire employs a part-time Senior Project Worker, Sarah Thomson, for 17.5 hours per week to support residents in Melksham Town and Melksham Without.

Why

To improve the wellbeing of older people, support residents without strong support networks, promote take-up of welfare benefits and financial support, provide holistic support tailored to individual need, and build evidence about future need.

Where

Melksham Town and Melksham Without.

When

Continuous.

Who

Older and vulnerable residents needing support of various kinds.

Impact

Age UK Wiltshire sent the Quarter 21 April to June 2026

Area of activity	Q1 April-June 2026 data / summary
New clients/referrals	29
New clients from Melksham Without	5, representing 17% of new clients
Existing clients still supported	49
Home visits	26
Contacts with or on behalf of clients	196
Issues supported	109
Finance-related support	15 issues
Socialisation support	24 issues
Independence support	18 issues
Wellbeing support	40 issues
Falls prevention support	12 issues
Surviving Winter Grants	Several people continued to be supported to apply
National Benevolent Fund	2 people supported to apply
Melksham Community Support phone line	Low level of shopping/prescription requests; regular callers have been offered wider holistic support
Age UK Wiltshire Information & Advice	64 people in Melksham advised or supported

Area of activity	Q1 April-June 2026 data / summary
Fitness & Friendship Club, Bowerhill	94 attendances, average attendance of 16
Telephone Befriending	5 people in the Melksham area receiving weekly calls
Promotion and outreach	Posters/leaflets restocked; talks, stalls and outreach at local meetings, events, Food Bank, Veterans Breakfast, coffee morning and Daytime Disco
Additional service development	Funding secured from Wiltshire & Swindon Sport, Melksham Area Board and Melksham Without Parish Council for more Daytime Discos in Melksham

Alignment with Town Plan

C1.05 - Promote health and wellbeing
 C1.06 - Expand sport and leisure opportunities (e.g. disco)
 C1.11 - Work in partnership with local organisations and businesses
 C1.12 - Connect residents and communities
 E2.17 - Work with partners

Councillors' action

To note that the Q1 report has been received and that officers should bring key findings from the follow-up meeting into the next update.

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 during Town Hall opening hours.

Who

Melksham Town Council in partnership with Fundraise & Recycle.

Impact

The scheme was previously reported as popular, with more than 40kg of bras donated.

Financial implications

No significant direct cost beyond officer time receiving and passing on donations.

Alignment with Town Plan

E2.14 - Work towards carbon neutrality

E2.17 - Work with partners

Councillors' action

To note.

Wiltshire Digital Drive

What

The Town Hall continues to act as a drop-off point for donated laptops and devices, which are securely wiped, refurbished and redistributed to people who need access to technology.

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.

When

Ongoing.

Who

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

Impact

The scheme provides a route for laptops and other devices to be repurposed rather than wasted. Our first collection resulted in 38 devices being re-used. We have at least 20 more devices to be collected and await another collection report.

Financial implications

No significant direct cost beyond small amounts of staff time receiving and securing devices.

Alignment with Town Plan

E2.17 - Work with partners

E2.14 - Work towards carbon neutrality

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

Councillors' action

To note.

Shipping Container

What

One of the shipping containers is to be used as a dedicated events store for gazebos, barriers, banners, signage, tables, small PA items, cable covers and other reusable event materials.

Why

To reduce repeated movement of equipment, improve stock control and improve readiness for regular events including Friday Light Live, holiday activities, Sham Jam, Christmas and Market Place activity. Items can be removed from the main building and the blue pool.

Where

Blue Pool Yard (outside)

When

In use already

Who

Community, Events and Operations staff.

Impact

The store should improve operational efficiency, reduce loss or duplication of equipment and make it easier to support community events at short notice. All the table and chairs belonging to events have been removed from the blue pool. MTC Gazebos have been removed from the town hall – improving fire safety and freeing space. Sham Jam art supplies in store.

Financial implications

The main cost is officer time to clear, organise and inventory the container.

Alignment with Town Plan

C1.04 - Deliver and support community events

V6.01 - Maximise use of our venues

V6.05 - Support community use

E2.14 - Work towards carbon neutrality

Councillors' action

To note

Updates from previous meeting

Water Safety & Lifebuoys (Minute 6/26): The Operations Manager has ordered the approved equipment recommended by the Search and Rescue and Fire Service. Installation will take place as soon as the equipment arrives. Melksham News is launching the partnership project, and photographs were taken at the River and Food Festival. Ongoing inspections and responsibility arrangements have been agreed with the Adventure Centre. Maintenance costs have not yet been determined, as these will depend on future usage and any damage incurred. This will be reviewed and further updates provided to the Council.

Website Audit & Accessibility (Minute 16/26): This is a piece of work currently under review, and discussions with providers are taking place. Once a detailed report, including costings, has been received following those discussions, it will be brought back to the next appropriate Council meeting.

Community Hub Motion (Minute 19/26): A project scoping exercise has commenced to assess the feasibility of establishing a Community Hub for Melksham. The proposed hub would provide a central location where residents can access information, digital support, community services, advice sessions and signposting to local organisations. Initial stages will focus on identifying community needs, potential partner organisations, and suitable premises within the town. Engagement with local stakeholders will be undertaken to determine demand, service priorities and opportunities for collaboration. The next phase of the project will include the development of a detailed business case covering governance arrangements, operational requirements, staffing implications, equipment needs, capital and revenue costs, and potential funding sources. A review of existing community hub models operating elsewhere will also be undertaken to identify best practice and ensure value for money. Subject to the outcome of this work, a phased implementation plan and recommendations will be presented to Council for consideration.

Local Refreshment Vendor Strategy (Minute 11/26): Members requested a formal strategy on how to actively involve and promote local food and drink businesses during Friday Light Live. We need clear policy options presented.

Melksham Community Support (MCS) service Q1 – April to June 2026

The service, overseen by Age UK Wiltshire, started in April 2023 with the following outcomes agreed:

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.

Through this project Age UK Wiltshire employs a part-time (17.5 hours/week) Senior Project Worker, Sarah Thomson, specifically to support the populations of Melksham Town and Melksham Without.

Promotion

We have promoted the service widely during this quarter, restocking posters and leaflets at a range of community venues, active social media promotion and attending events, giving talks and running information stands, including:

- MwoP Annual Parish Meeting to talk to the room, provide an information table with Melksham Community Support leaflets and information on Age UK Wiltshire services with information guides and information about Carers Together Wiltshire.
- Health & Wellbeing Meeting to discuss Age UK Wiltshire and the Daytime Discos
- 'Meet Melksham' - MTC event in the Assembly Hall to provide an information table with MCS information including booklets & leaflets
- Coffee Morning - Talk to residents of Crown House Retirement flats. Providing booklets, leaflets, information on Age UK Wiltshire services including Carers Together Wiltshire and finishing with a Q&A session.
- Continued 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.

- Continued regular attendance at the Veterans Breakfast, where leaflets are put on all tables and attendees spoken to.

Home Visits – the start of support

During the first home visit Sarah has a Guided Conversation with the older person to help identify any difficulties they may have, the support that is needed and what someone would like to achieve, in a conversational way which helps people to feel at ease. All aspects of someone's daily life is covered, from when they get up in the morning to going to bed at night. We cover domestic issues, personal care and other care needs, health, socialisation, financial needs and their support networks. The Guided Conversation is never hurried and is taken at the person's preferred pace, sometimes over more than one visit. This conversation helps Sarah to identify the areas of support needed and how to help improve someone's general wellbeing.

Activity

During this quarter a total of 29 new clients (Q4–22) got in touch or were referred for MCS support, of whom 5 (17%) live in the Melksham Without Parish Council area. (Of the population served by the project, approximately 70% live in the Melksham Town Council area and 30% in the Melksham Without Parish Council area.) We also continued to support 49 people whose first contact was before April, including some people who have received regular or ongoing support since the early days of the service.

During this quarter Sarah made 26 home visits. There were 196 contacts (Q4 –201) with or on behalf of people, and Sarah supported people with 109 (Q4 – 158) issues. The support provided fell into the following five categories:

Finance – helping to put more money into people's pockets	15
Socialisation – helping people to get out and about more	24
Independence - helping people to be sustainably independent and to connected with their community	18
Wellbeing – helping people to feel better	40
Falls prevention – supporting people to take action to reduce their risk of falling	12

Several people have continued to be supported to apply for Surviving Winter Grants, funded by Wiltshire & Swindon Community Foundation.

Two people are being supported to apply for funding from the National Benevolent fund.

Referrals in

We received new referrals from family and friends, Age UK Wiltshire Information & Advice and Wellbeing services, Adult Social Care, GP Surgeries, Care Coordinators and self-referrals. Most new referrals come directly from older people themselves.

Onward referrals

Onward referrals were made to a wide range of other organisations, such as the Dorset & Wiltshire Fire & Rescue service for a Safe and Well visit, Adult Social Care, Beyond Dementia and other voluntary and community sector organisations, and statutory services as well as to Age UK Wiltshire's Fitness & Friendship Club, Telephone Befriending, Information & Advice and Wellbeing Checks with Meals services, for further support. One client was referred to their GP.

Melksham Community Support phone line

The number of requests made to the MCS phone line for help with shopping and prescriptions remains low, as previously regular callers to the phone line have all been offered additional, holistic support (for example, only one person now requests regular support with prescriptions). Often a request for support for a task that can be managed independently is a symptom of other support that is needed, and it is this other support that Sarah has been talking to people about. Active MCS clients have a direct number for Sarah, with the MCS line the first point of contact for new enquiries.

Sarah continues to support a few people with shopping herself to use this as an opportunity to speak with these people in more detail about the support Melksham Community Support can offer.

Client Feedback

"Thank you for visiting me and getting a nice young gentleman to fit some grab rails and raise my chair. He was very efficient and tidied everything up. I am very happy."

"Thank you for all your help, Sarah and for explaining things to me in a way I can understand. I got my Blue Badge, so I am really grateful for your help in getting that for me."

"Thank you so much for talking at our coffee morning. It really got me thinking about LPOA and Wills and sorting myself out. It was just what I needed. It is lovely that you popped out to see me so quickly. Now I have all the information I need to make the decisions I need to make. Thank you so much!"

Other Age UK Wiltshire services

- In Q4, the Information & Advice service advised or supported 64 people living in Melksham (Q3 – 48).
- There were 94 attendances (Q3 – 85) at the Fitness & Friendship Club at Bowerhill, with an average attendance of 16.

- Five people in the Melksham area are receiving weekly calls from Age UK Wiltshire Telephone Befrienders.

Age UK Wiltshire news

Please see our website for full details of all the support we offer, information about issues affecting people in our local community and our latest newsletter -

<https://www.ageuk.org.uk/wiltshire/>

We are very pleased to have secured funding from Wiltshire & Swindon Sport, Melksham Area Board and Melksham Without Parish Council, to enable us to run more Daytime Discos in Melksham in the coming year.



Ginny Cooper and Kate Brooks
Age UK Wiltshire
July 2026



Community

Partnership report 14/09/26 @ 19:00

melksham-tc.gov.uk/meetings



Melksham
TOWN COUNCIL

Partnerships Report for Community Meeting

14/09/2026

This section provides an update on partnerships activity since the last Community Committee meeting on 8 June, 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.

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

To strengthen communication between the council and local businesses, ensuring they remain informed on the ways to get involved in their community.

Where

The newsletter is distributed across email and LinkedIn.

When

The newsletter is published monthly.

Who

- The partnerships newsletter is emailed directly to **185 subscribers**. This is a **55% increase** from June.
- The newsletter is additionally shared on LinkedIn which has **107 subscribers**, a **17% increase** since June.
- Subscribers are made up of business owners or staff predominantly in Melksham or the surrounding area.

Impact

During this period, our growing network has attracted sponsorship, generated enquiries for upcoming events, and increased business participation in our photography trail.

Officer Actions

We will continue growing our partnerships network and ensure businesses are kept regularly informed. This will be supported by the introduction of our Community Conversations event during The Sham Jam Festival, ensuring we maintain personal connections as well as our online presence.

Financial Implications

N/A

Councillors' action

To note.

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

5Ws – What, why, where, when and who

What

Melksham Town Council uses LinkedIn to share council updates, upcoming events, sponsorship opportunities, and other news relevant to the local business community.

During this period, the most successful content focused on Council updates, fundraising, and community events. Posts promoting Friday Night Live and new market traders generated the highest number of clicks, while the Partnerships Newsletter, the Council's response to the hosepipe ban, and the Mayor's Reception fundraising achievements attracted the highest levels of impressions and engagement.

Why

To reach professionals with targeted information, strengthen business engagement within the community, and encourage more connection within our growing business network.

When

We post several times a month.

Who

- Melksham Town Council's LinkedIn page now has **217 subscribers**, an **8.5% increase** since June.



- Between 1 June and 22 August, the page received 4,845 impressions and 100 reactions.

Impact

We are growing our presence on LinkedIn to continue having an impact on keeping local businesses and professionals informed about what's happening across their town.

Officer Actions

We will continue growing our followers to expand the reach of our messages across local businesses by posting highly relevant information and frequently sharing council based updates with strong call to actions.

Financial Implications

N/A

Councillors' action

To note.

Alignment with Town Plan

- B5.02 - Support business networking

The Sham Jam Festival – Sponsorship & Venue Partners

5Ws – What, why, where, when and who

What

The Sham Jam Festival is Melksham's new Arts Festival, bringing comedy, art, theatre, live music and more to the town from 18 to 27 September. To support its delivery, Melksham Town Council has secured a range of sponsors and venue hosting partners.

Why

- To grow the festival through collaboration, creating a bigger, more varied programme for residents to enjoy.
- The financial support of sponsorship helps to bring high-quality entertainment to Melksham, while venue partners add their own events and ideas, creating a town-wide celebration of arts, culture, and community.
- Local business support has also funded the production of 3,500 festival brochures, helping residents discover what's on and make the most of the festival.

Where

Venues across Melksham.

[When .](#)

18-27 September.

[Who](#)

Brochure Sponsors

- Specsavers
- Doubles: Coffee, Pizza & Records

Comedy Weekend Sponsor

- TaxAssist Accountants

Creative Conversations Sponsor

- Gooding Accounts

Venue Hosting Partners

- The Hiding Place
- The King's Arms
- Doubles: Coffee, Pizza & Records
- MilkTown Brewing Company

Impact

Securing sponsorship in the festival's first year has been a significant achievement. Support from local businesses has enabled more events, increased promotion, and strengthened the overall festival programme for residents.

Financial Implications

Sponsorship has generated £3,500 towards the festival, in addition to valuable in-kind support through venue hosting, event programming, and resident giveaways.

Officer Actions

We will now deliver the commitments outlined within the agreed sponsorship packages, ensuring businesses have a positive experience supporting their community while building strong relationships that encourage future sponsorship opportunities.

Councillors' action

To note.

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

The Sham Jam Festival – Creative Conversations

5Ws – What, why, where, when and who

What

As part of The Sham Jam Festival, Creative Conversations will be a networking event aimed at bringing local professionals together to discuss the art of business, share ideas and gain fresh insights from industry experts.

Guest speakers Peter Cooper (Founder, Ask Agency) and Stuart Upson (Creative Director, Absolute Mustard) will share how creative thinking can make a real difference to careers, organisations, and business performance.

www.shamjam.org.uk/event/creative-conversations

Why

- To strengthen relationships within Melksham's business community and support local collaboration and growth.
- To provide businesses with fresh insights and inspiration from experienced professionals.
- To broaden the Arts Festival programme by including a business-focused event that encourages meaningful conversations and networking.

Where

King George V Playing Fields, Melksham.

When

Thursday 24 September, 18:00 to 20:00.

Who

Open to anyone interested in discussing the art of business, such as entrepreneurs, professionals and new or established businesses from across Melksham. We currently have 50 registrations across LinkedIn and Ticket Source from industries such as accountants, solicitors, estate agents, marketing and communications professionals, property investors and more.

Impact

Feedback from local businesses has been positive, with one business commenting, “This is exactly the sort of thing we need and I'd have really liked to be part of it”, after being unable to attend due to prior commitments. This highlights strong demand for more networking opportunities within the local business community, and our growing network allows us to help facilitate this.

Officer Actions

Continue with promotion and ensure smooth delivery of the event.

Financial Implications

The event is proudly sponsored by Gooding Accounts, who are supporting promotion of the event and providing welcome drinks.

Councillors' action

To note.

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

Roundabout Sponsorship

5Ws – What, why, where, when and who

What

Since the last report, we have successfully sponsored two more roundabouts. This means that 28 signs have now been taken up, representing a significant overachievement against the target set for the first year following the relaunch of the Roundabout Sponsorship Scheme.

Roundabout sponsorship pack is available at: www.melksham-tc.gov.uk/business-partnerships/

Why

- The scheme generates income that can be reinvested into the maintenance and enhancement of the local area, including supporting essential tree surveys and any resulting works required to maintain public safety and the town's green spaces.

- Provides an excellent opportunity for local businesses to increase their brand visibility while demonstrating their support for the community.

Where

Melksham Town Council currently offers sponsorship opportunities across 11 roundabouts, providing a total of 37 sponsorship signs.

At present, **75% of the available signs are sponsored**, reflecting strong support from the local business community.

When

Melksham Town Council relaunched the Roundabout Sponsorship Scheme on 1 April 2026 following a review of the previous scheme. Sponsorship agreements are offered on a minimum two year contract basis, providing long-term visibility for participating businesses and reliable income for Melksham Town Council.

Who

Current sponsors include:

- Melksham Car Care Centre
- TaxAssist Accountants
- Hamza Uddin Estate Agents
- Refa Tandoori
- Lock & Key Estate Agents
- Chippenham Windows & Conservatories

Impact

Melksham Town Council has **achieved 180.12% of its 2026/27 income target** for the Roundabout Sponsorship Scheme. This strong performance has generated additional income that can be reinvested into future maintenance and enhancement projects across the town.

Officer Actions

The Partnerships Officer will follow up on several new enquiries into the remaining roundabouts and will continue to engage new businesses.

The Town Team will continue carrying out work as required to keep the roundabouts presentable and sponsored signs clean, as well as installing the six new signs for the recently sponsored sites.

Financial Implications

Expenditure relating to the Roundabout Sponsorship Scheme is currently below the allocated budget for 2026/27. This creates opportunities to explore additional improvements, including seasonal planting and the installation of sponsorship posts at all roundabouts in advance.

Having posts already installed would streamline the process for new sponsors, reducing lead times and making participation in the scheme easier and more efficient.

Councillors' action

To note.

Alignment with Town Plan

- B5.05 - Enhance the town centre environment
- B5.02 - Support business networking

Melksham at Christmas Sponsorship

5Ws – What, why, where, when and who

What

Melksham Town Council has refreshed its sponsorship package to better showcase the visibility, community impact, and marketing opportunities available to businesses supporting local events and initiatives.

For Christmas 2026, opportunities include:

- Christmas Elf Trail - free for town centre businesses to take part and attract more visitors to our high street.
- Memory Tree Sponsorship - branding opportunities around the tree.
- Additional sponsorship opportunities currently being explored.

Event Sponsorship Pack available at: www.melksham-tc.gov.uk/event-sponsorship/

Why

- To work with local businesses to improve Christmas events, create more free fun for residents to engage with and create a town-wide festive experience throughout the Christmas period.

Where

Across Melksham.

When

Throughout the Christmas period.

Who

Local businesses, with opportunities promoted through Melksham Town Council's growing business network and partnerships.

Impact

The new sponsorship pack provides clearer benefits for businesses while creating more opportunities to secure support for Council organised events, helping to grow engagement and the valuable contribution of local businesses.

This will become a priority moving forward, allowing us to provide further updates on the success of attracting sponsorship at the next Community meeting.

Officer Actions

Partnerships and Community Officers to work together to identify possible sponsorship opportunities to generate financial support for Melksham at Christmas.

Financial Implications

Sponsorship income will help offset event costs and support the delivery of a wider Christmas programme for residents.

Councillors' action

To note.

Alignment with Town Plan

- C1.12 - Connect residents and communities
- C1.11 - Work in partnership with local organisations and businesses

Updates

Community Toilet Scheme

Since the last report, window stickers were ordered and delivered to help raise awareness of the participating venues. Leekes and The King's Arms additionally signed up to become official community toilets, helping to expand the reach and impact of the scheme.

Hanging Baskets



Hanging baskets were successfully installed across Melksham this summer. Following the Wessex Water hosepipe ban, businesses were kept informed of the Council's plans to maintain town centre floral displays.

Businesses were informed that after discussions with the Environment Agency, Melksham Town Council were advised that water can be extracted from the river to continue watering hanging baskets up to three times per week.