



## PRESS RELEASE

10 June 2025

Dear Editor

## Marlborough Town Centre Vision and Development Plan

### Background

In our press release dated 7 November we provided an update on work undertaken by the Town Centre Working Party. We explained what has already been delivered, and on the last page we set out what was still to come. This included creating a longer term vision for the town centre, backed up with a plan for how to achieve it (see "[Press Release – Town Centre Survey Update Two Years On](#)").

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### Purpose

I'm writing to you today to explain steps we are taking to produce a **Town Centre Vision and Development Plan**.

It is the latest stage in an ongoing project to ensure that the town centre remains a vibrant and welcoming place that meets the needs of local communities, businesses, residents and visitors.

The Town Council's Town Centre Working Party is leading the production of this Plan, which responds to community and resident feedback to a survey conducted in 2022.

The Working Party has appointed a team, led by [nationally reputed transport planning and placemaking experts PJA](#), to prepare the Vision and Development Plan. This will:

- Dig deeper into challenges and opportunities identified to date in the town centre - thinking in particular about access, movement, spaces and places.
- Create a long-term vision to sustain and enhance the vitality of the town centre in collaboration with local people, town centre residents, businesses and stakeholders.
- Provide a plan of priorities for action to make the vision a reality, tackling challenges and making the most of the opportunities.

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## Community Engagement this Summer

During the summer the Town Centre Working Party and PJA are holding a town centre consultation seeking further community and stakeholder views, particularly about town centre access and movement and the quality of the town centre's places and spaces. These will inform and shape the Town Centre Vision and Development Plan which is scheduled to be published later this year.

Town Clerk, Richard Spencer-Williams, urges people to get involved:

*"Your input is vital as we move into this stage of work for our Town Centre. Continuing to deliver on the results from our 2022 survey, we now want to look further ahead. We want to have a deliverable vision and action plan to further enhance Marlborough as a destination for residents and visitors alike, further improving the look and feel of the town centre."*

## Multiple Opportunities to Have Your Say

The consultation provides a variety of opportunities for local people, businesses and stakeholders to get involved. Summarised below, these are described in more detail [on our website](#):

### Add place specific thoughts / ideas to an online map - any time until 1 July

An interactive map that is easy and quick to add to. Pin a location then make your suggestion and see what others have said. [Click here](#).

### Guided walking tour and discussion: Wednesday 25 June 11am & 2pm and/or Saturday 28 June 11am

Led by members of the project team, this one-hour short loop tour is an opportunity to look in detail at different places in the town centre and share your thoughts and ideas. Spaces are limited. Book your spot by emailing the Town Council: [enquiries@marlborough-tc.gov.uk](mailto:enquiries@marlborough-tc.gov.uk)

### Join an online virtual guided 'walk': Thursday 26 June 12.30 - 1.30pm

A one-hour online guided 'walk' looking at different parts of the town centre to discuss issues and opportunities. Led by members of the project team. Book your spot by emailing: [enquiries@marlborough-tc.gov.uk](mailto:enquiries@marlborough-tc.gov.uk)

### Chat to us on the High Street: Saturday 28 June between 10am - 12.30pm

We'll be at the [Jubilee Centre](#) on the High Street. Drop by any time to chat to members of the team, find out more about the project and add your thoughts and ideas to a giant town centre map. There will be children's activities too!

### Take the self-guided town centre walking loop

An opportunity to look closely at the places you know well and feedback your thoughts and ideas on a short one mile town centre loop: this needs to be completed by 1st July. [Download the walking route map here](#).

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## Later this summer

### Comment on the draft Vision and Development Plan

Building on all the feedback and on technical research, a draft Vision and Development Plan will be made available for community feedback and comments. We currently anticipate this to be from late July onwards.

Thank you for reading this press release. Please contact me if you have further questions.

*Richard Spencer-Williams*

**Richard Spencer Williams, PSLCC  
Town Clerk**

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## Notes to Editors

Engagement and consultation activities to inform the draft plan will run until 1 July.

The draft Vision and Development Plan document will be published for consultation later in the summer. A final version of the Plan is expected in early autumn.

This project is jointly funded by the [Wiltshire Towns Programme](#) funding and Marlborough Town Council.

## Town Centre Working Party

The working party is a sub-committee of the Planning Committee. It's aims are:

- To identify and secure funding to deliver short-term improvements to the Town Centre by engaging with the Wiltshire Towns Programme and future year allocations if available
- To use the Wiltshire Towns Programme as a catalyst to develop a vision for the Town Centre with progressive, step by step improvement plans, with distinct outcomes to each element, through engagement with local businesses, organisations and residents

## Background

During September and October 2022, we asked residents for their thoughts about Marlborough town centre – what they liked about it, what would make it even better, and how they'd like to see it develop. We also asked them how they would describe the town to a friend.



We published the results in November 2022, and they were used to help deliver a new [town guide](#) for our visitors and street furniture, sign-posting and other improvements for Marlborough town centre. We also identified future priority actions.

Survey results were used when we applied to Wiltshire Council's 'Wiltshire Towns Programme' for funding available to help make short term improvements. (This important potential funding source will see £1m invested each year between 2021-2025 into a range of different projects to attract customers and investment to Wiltshire's high streets, to help support town centres as they continue to recover from the effects of the pandemic and rise to the challenge of online shopping.) A press release summarising what the Town Council delivered as a result of the survey was issued in November 2024.

In October 2024 we submitted an application for the remaining 2024 and 2025 funding (£20,000 per year), aiming to use it to continue to deliver improvements to the town centre. The Town Centre Working party was successful in its application and is using some of this funding to enable the promotion of the Town Centre Vision and Development Plan.

**The Vision and Plan will identify a long-term vision of how more improvements to the town centre could create a better experience and environment for pedestrians, people with mobility needs and cyclists.**

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## Links

PJA website <https://pja.co.uk/>

### Town Council website

1. Main page about the development of this plan and the community engagement events taking place in June <https://www.marlbrough-tc.gov.uk/council/town-centre-working-party>
2. Interactive online map <https://www.placecheck.info/app/maps/marlbrough>
3. Self-guided walking route map [https://www.marlbrough-tc.gov.uk/images/your-council/Self\\_Guided\\_Walking\\_Loop\\_MTC\\_PRT.pdf](https://www.marlbrough-tc.gov.uk/images/your-council/Self_Guided_Walking_Loop_MTC_PRT.pdf)
4. November 2024: Press Release with update about the survey and what had been delivered [https://www.marlbrough-tc.gov.uk/images/news/Press\\_Release\\_Town\\_Centre\\_Survey\\_Update\\_two\\_years\\_on.pdf](https://www.marlbrough-tc.gov.uk/images/news/Press_Release_Town_Centre_Survey_Update_two_years_on.pdf)
5. July 2023: Launch of Town Guide <https://www.marlbrough-tc.gov.uk/news/news-articles/2839-town-guide>
6. Town Guide <https://online.fliphtml5.com/yikfn/sgca/#p=1>
7. 2022: town centre survey and its results <https://www.marlbrough-tc.gov.uk/town-centre-survey-results-page>

Wiltshire Towns Programme <https://www.wiltshire.gov.uk/wiltshire-towns-programme>