

Marlborough Town Council



15 October 2024

Dear Councillor

Planning Committee

You are summoned to a meeting of the **Planning Committee** to be held in the **Court Room, Marlborough Town Hall** on **Monday, 21 October 2024** at **7pm**.

Yours sincerely

Richard Spencer-Williams

Richard Spencer-Williams, PSLCC

Town Clerk

If members of the public wish to attend and ask a question they should notify the Town Clerk of this by noon on the Friday prior to the meeting and provide their question in writing at the same time.

If members of the public wish to ask a question, but not attend, they can provide the question in writing to the Town Clerk by noon on the day of the meeting, and a written response will be provided.

PUBLIC QUESTION TIME

In accordance with Standing Order 3(f), members of the public may ask questions of the Planning Committee. The time allocated for this should not exceed 10 minutes and be limited to one question per person unless directed otherwise by the Chair. A full response may not be possible without further research, and the Chair may direct that a written or oral response be given.

AGENDA

- 1. Apologies**
- 2. Declaration(s) of Interest**
To receive declarations of interest and consider any requests for dispensation
- 3. Chair's Announcements**
- 4. Minutes**
To confirm the minutes of the meeting held 30 September 2024
- 5. Action Log**
To receive an update on the action log
- 6. Planning Decisions**
To note the planning applications recently determined by Wiltshire Council
- 7. Planning Applications**
To consider applications received from Wiltshire Council
- 8. Licence Application**
To consider an application for a premises licence
- 9. Application for Street Trading Consent**
To consider an application under the Local Government (Miscellaneous Provisions) Act 1982
- 10. Traffic Study**
To consider the final traffic study report
- 11. Highway and Footway Improvements**
 - a) To consider a plan for a proposed one-way system at The Parade (part)
 - b) To note the outcome of a proposed Order at Frees Avenue
- 12. Speed Indicator Devices**
To note the most recent data reports and consider the location plan

13. Town Centre Working Party

To receive a verbal update, and consider the revised proposal for use of the Wiltshire Towns Program grant funds

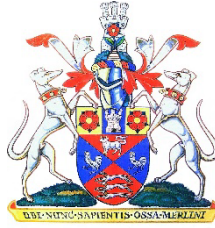
14. Application for Temporary Road Closure

To note an application for a road closure for a Christmas Lights event

15. Temporary Road Closures

To note orders issued by Wiltshire Council

Marlborough Town Council



Planning Committee

Minutes of a meeting of the Planning Committee held Monday, 30 September 2024
in the Court Room, Marlborough Town Hall at 7pm

PRESENT	Councillor James Sheppard	Chair
	Councillor Kym-Marie Cleasby	Town Mayor (<i>ex officio</i>)
	Councillor Nicholas Fogg	
	Councillor Andrew Ross	
	Councillor Mervyn Hall	Vice Chair
	Councillor Mark Cooper	
	Councillor Mark Luson	
	Councillor Kelvyn Shantry	
	Councillor Susannah O'Brien	
	Councillor Emily Trow	
	Councillor Caroline Sadler	
	Councillor Abi Beaumont	
ALSO		
PRESENT	Richard Spencer-Williams	Town Clerk
	Dawn Whitehall	Corporate Services Officer

PUBLIC QUESTION TIME

There were no members of the public present.

- 187/24 APOLOGIES**
Apologies for absence were received from **Councillors Farrell, Davies, Thomas and Kohrt.**
- 188/24 DECLARATIONS**
There were no declarations of interest.
- 189/24 CHAIR'S ANNOUNCEMENTS**
Two applications for tree works had arrived too late for this agenda. Members could view them and comment individually online if they wished: both were for reductions

to the height of trees and the application numbers were PL/2024/08681 and PL/2024/08096.

190/24 MINUTES

RESOLVED: that the minutes of the meeting held 9 September 2024 were approved as a true record and signed by the Chair.

191/24 ACTION LOG

Members noted the updated action log. Verbal updates included:

#1 – Traffic Survey. Members of the project group had submitted their comments in response to the draft report: the final report was now awaited.

#89 – Safe crossing point Port Hill to The Common. **Councillor Sheppard** had asked Wiltshire Police to hold another speed check in this area – none had been conducted here since early 2023.

192/24 PLANNING DECISIONS

Members noted the planning applications that had been determined by Wiltshire Council.

193/24 PLANNING APPLICATIONS

a) **PL/2024/07163** – to repoint the whole of the front elevation facing the A346 main road at 5 Barn Street, Marlborough for Mr Brian Redpath

RESOLVED: that Marlborough Town Council has no objection to this application subject to the satisfaction of the Conservation Officer

b) **PL/2024/07695** – replace rotten window to the front elevation at 26 Kingsbury Street, Marlborough for Mr & Mrs Cockroft

RESOLVED: that Marlborough Town Council has no objection to this application subject to the satisfaction of the Conservation Officer

c) **PL/2024/08006** – alteration to modern metal external escape staircase at rear of building at Flat 1, 115 High Street, Marlborough for Fairlynx Ltd

RESOLVED: that Marlborough Town Council objects to this application on the grounds that it will impede disability access to the neighbouring property

194/24 WORKS TO TREES

PL/2024/08306 – crown reduce the following trees by up to 50% and shape: 3 x Beech, 2 x Hawthorn, 1 x Apple, 1 x Horse Chestnut, 1 x Ash, 1 x Oak, 1 x Sycamore, 1 x Hornbeam at 9 High Street, Manton for Mr Morrison

RESOLVED: that Marlborough Town Council has no objection to this application

195/24 HIGHWAY AND FOOTWAY IMPROVEMENTS

Members noted:

- a) that the request to extend the 40MPH speed limit at Frees Avenue was to be readvertised and
- b) Wiltshire Council had issued an Order under the Road Traffic Regulation Act 1984 to introduce a 40MPH speed limit at A4 Bath Road, Marlborough from a point 234 metres west of its junction with College Fields to a point 52 metres west of its junction with Downs Lane.

196/24 **SPEED INDICATOR DEVICES (SIDs)**

Members noted the most recent data downloaded from the Town Council's SIDs at Herd Street (11 June-18 September) and Kingsbury Street (4-17 September).

Discussion points included:

- Concern that a small percentage of traffic was still travelling up the hill at Herd Street at up to 109MPH
- That **Councillor Sheppard** would reinforce the requirement for Police speed checks and draw their attention to the SID data

197/24 **TOWN CENTRE WORKING PARTY**

Councillor Shantry gave a verbal update following the most recent meeting of the working party:

- Some of the visitor signage (finger posts) had been measured incorrectly by the signage company. It was disappointing that the delay meant these had not been in place for visitors during the Literature Festival held at the weekend, but it was hoped they would be in place before the end of the year
- New designs for Welcome to Marlborough gateway signs were being drawn up by a Highways Engineer and it was likewise hoped that they would be in place before the end of the year
- Work was ongoing to draw together a report in response to the 2022 town centre survey, to highlight "you said" and "we did", and to issue a press release to update residents on actions taken in direct response to the survey
- Cllr Shantry had raised the general lack of weeding on the town's streets with the leader of Wiltshire Council: 'Street scene' had been highlighted as the second most common area noted for improvement by residents in the survey and the number of weeds around the town didn't help give a good impression. The working party was considering whether grant money could be used towards clearing this if Wiltshire Council's contractors were unable to clear them
- Cllr Shantry had also raised some type of 'Blooming Marlborough' competition for 2025 to encourage residents and businesses to take pride in the town – and whether the working party could consider whether grant funding would help towards enabling this
- The **Town Clerk** explained the timescale for the Wiltshire Towns Programme grant applications which needed to be submitted by the end of October. He reminded members that it was possible to combine two years' grants into a bigger fund. The main priority was to fund a service ultimately leading to a

long term 'vision' document for the town centre, and whilst the majority of the budget would be spent on this he was also looking at whether a smaller amount could be used for the other areas already mentioned above

- Although the Council had already agreed the two-year application for the vision commission, any changes to the grant application would be brought before the Council and included in the budgeting process
- **Councillor Shantry** elaborated on the scope of the visioning document – where experts on town planning, road layouts etc would incorporate input from the 2022 survey, the working party's brief and their own research to draw up a report showing what could be achieved. This could include the layout of roads and pavements in the town centre, use of the Parade and Hilliers Yard, the location of the market, space for pop-ups, a better balance between traffic and pedestrians, a safe crossing point on the High Street, improved access for the disabled and cyclists and more.

198/24 TEMPORARY ROAD CLOSURES

Members noted that Wiltshire Council had issued orders to close temporarily to all traffic:

- George Lane between Pewsey Road and Ducks Meadow on 29 September between 08:00-16:00 to enable Openreach to carry out urgent access to underground structure to clear blockage and rope duct
- High Street, Kingsbury Street (part) and New Road (part) from 12:00 on 4 October until 08:00 on 6 October and between 12:00 on 11 October until 08:00 on 13 October for the two Marlborough Mop Fairs
- A346/Herd Street (part) on 29 October between 19:00-23:59 to enable Wiltshire Council to carry out bobcat patching works
- A345/Pewsey Road (part) from 19:00-23:59 for 4 days starting 5 November to enable Wiltshire Council to carry out carriageway resurfacing and associated maintenance works
- A blanket order for various roads, various parishes

Councillor Fogg questioned the wording of the notice concerning the Mop Fairs, believing it should more correctly be issued under the Fairs and Markets Act and that it was a Statute Fair, not a Chartered Fair. This distinction was important as the right to hold Statute Fairs could only be abolished by an Act of Parliament. He could provide the Town Clerk with more information to feed back to Wiltshire Council.

Councillor Cleasby appreciated that works were being scheduled to avoid business hours, and it was pleasing to see that Wiltshire Council Highways was planning works in this way. It was hoped that other organisations could also be encouraged to plan their works to avoid peak traffic hours.

The meeting closed at 7.42 pm

Min #	Assigned to	Status & Date	Notes
#1 TRAFFIC SURVEY			
213/21	Town Clerk & Councillor Hall / Wiltshire Cllrs	In progress 04/10/24	<p>Pending outcome of Area Board 12.10.21.</p> <p>15/11/2021: 278/21: Officers have agreed to provide an introduction to Atkins.</p> <p>10.01.22: discussed at a meeting with Wiltshire Councillors. Cllr. Davies to chase the Officer (Dave Thomas)</p> <p>07.02.22: a meeting date arranged for 17 Feb at 3pm</p> <p>21.02.22: positive meeting. get a brief from WC to provide a costed proposal to do a survey – will be data collection. Data will allow modelling e.g. to look at junctions etc to improve traffic flow. Cost £5-10K? Will be via cameras at 5 or 6 roads into town, facing different directions</p> <p>15.08.22: Cost amended to £40-45K; WC pay perhaps £15K. If so, are we committed to Atkins? Will WC acknowledge others? CT to follow up</p> <p>05.09.22: CT has followed up</p> <p>13.09.22: response circulated by email - possible, additional cost, tender process would determine best price</p> <p>26.09.22: LHFIG recommendation is to make a substantive bid for funding.</p> <p>17.10.22: Councillor Thomas questioned whether a comment in Min. 161/22 related to LHFIG advice about a traffic survey was correct.</p> <p>28.11.22 Traffic Survey to be considered in 2023 24 budget.</p> <p>12.12.22 Budget agreed.</p> <p>20.03.23 Bradford on Avon confirmed to move forward in parallel.</p> <p>25.8.23 WC contacted MTC to inform that cost of traffic modelling has increased by £10,029. On FC agenda 11.9.23 to re-agree budget addition of £6,017.</p> <p>12.9.23 FC agreed additional funds on 11.9.23. Cllr CT negotiating with WC.</p> <p>22.9.23 Cllr CT confirmed cost now agreed as £49k, with cost to MTC of £32,666.</p> <p>Initial Project meeting held 22.11.23, Cllr ET, MH and RSW attended on behalf of MTC</p> <p>8.1.24: Modelling in progress. Report expected after 21 Feb</p> <p>26.2.24 TC to check final cost of the survey</p> <p>25.4.24 Project Group met on 17.4.24 and were presented possible modelling scenarios. Feedback was received by Atkins who will present option/s at next traffic modelling project meeting is on 22.5.24</p> <p>10.6.24 Modelling concluded. Report now expected mid-August.</p>

Min #	Assigned to	Status & Date	Notes
			22.8.24 Draft report received by WC for group 'sign off' and forwarding to Atkins. Awaiting final report. 07.10.24 Final report received. On agenda 21 October.
#5 HIGH STREET CROSSING PETITION			
169/21	Town Clerk	In progress 31/08/21	Town Clerk spoke to Mrs Hamblin on 25.10.21. Mrs Hamblin's view was that what was needed was a 'proper' crossing that suitably assisted those in particular with 'vulnerabilities' such as impaired vision or mobility to safely cross the large and busy High Street. A 'soft' crossing scheme as proposed she felt was inadequate for the needs of many of Marlborough residents. On 1.11.21 Cllrs Hall, Thomas, Sheppard, & Town Clerk met WC Highways engineer, Martin Cook to discuss ideas/options. MR undertook to see what scheme could be devised to cross High St near where Waitrose is located. 10.01.22: Cllr Thomas submitted CATG request to MTC on 14.3.22. MTC support - CATG request forwarded to WC on 15.3.22. 6.6.22: Mrs Hamblin had indicated that she was now more willing to accept any location rather than no crossing at all. Request with LHFIG but likely to be subject to a substantive bid once assessed by an engineer. WC Highways engineer to do plan and costing. 28.11.22 Discussed at LHFIG on 24.11.22 - WC Highways to do feasibility plan and costing in readiness for 2023 24 substantive bid in June/July 2023 (if feasible). 14.2.23 Plan received from WC Highways on 14.2.23, on agenda 27.2.23 for MTC Planning Committee consideration. 27.2.23 Scheme deemed not appropriate/suitable by Planning Committee; referred to Town centre Working Party.
#7 MANTON TRAFFIC CALMING			
169/21	Town Clerk	In progress 31/08/21	WC Highways emailed on 1.9.21 with proposal/application requesting advice on feasibility; awaiting response, CATG acknowledge would suit substantive scheme. Scheme needs more work re. costing to prepare for next bid fund. CATG agreed on 3.3.22 to proceed with some actions and retain crossing as larger part of scheme. Manton Residents Association contacted on 9.3.22 to invite to be part of project group. Confirmed wanted to be a part of group on 10.3.22. Confirmed with WC Highways on 10.3.22. Meeting date set for 20.5.22.18 5 23. 06.06.22: split into 2 phases - first, calming (road markings etc) plus a survey, £5K + £1.5K. MTC agreed to meet 20%-25% of cost in principle pending detailed report. Second phase more expensive - gates, islands etc. Awaiting phase 1 plan and costing, and phase 2 plan from WC Highways. 28.11.22 Planning Committee to consider initial Phase 1 and Phase 2 funding contributions on 5.12.22

Min #	Assigned to	Status & Date	Notes
			<p>6.12.22 Funding contributions agreed by Planning Committee; email confirmation sent to WC Highways on 7.12.22.</p> <p>2.3.23 LHFIG advised topographic survey undertaken.</p> <p>15.5.23 WC Highways aim to plan traffic island aspect of scheme for July 2023 in readiness for substantial funding bid.</p> <p>2.8.23 town Clerk emailed WC Highways engineer to confirm MTC £6k commitment to project. Traffic Island submitted as substantive bid to WC; await outcome. The substantial bid has been approved - as advised by Cllr Thomas at MTC Planning Committee 20.5.24.</p> <p>9.8.24 WC Highways have stated the traffic island will be installed September when the A4 is closed for surfacing works.</p> <p>23.9.24 40MPH zone Traffic Order was sealed (on agenda). Traffic island installed.</p>
#76 SAFETY MEASURES AT FREES AVENUE			
431/21	Town Clerk	In progress 14/03/22	<p>20.3.23 agreed to share 25% cost with neighbouring parishes to move speed limit to Rockley.</p> <p>15.3.23 Agreed at LHFIG on 11.3.23 for MTC to pay two thirds' costs of £750.</p> <p>23.3.23 Speed Limit referred back to Planning Committee at request of LHFIG for re-consideration of contribution to cost of Rockley location or speed limit (re Preshute contributing).</p> <p>24.11.23 Proposed new speed limit out for consultation.</p> <p>19.12.23 Email Received from WC: notifying that the consultation on the 40MPH speed limit has ended. As objections were received for the same, details of all letters of objection or support will be considered in a report placed before the Cabinet Member for Transport, Waste, Street Scene and Flooding. WC will contact us again when a decision has been made regarding this proposal.</p> <p>WC Highways to advise 40mph limit to be moved just past 'cemetery sign' following consideration of the matter at the LHFIG meeting 2.5.24.</p> <p>11.9.24: WC informed MTC that the Speed Limit will need to be readvertised</p> <p>On agenda 21.10.24 Revised proposed speed limit approved</p>
#89 SAFE CROSSING POINT PORT HILL TO THE COMMON			
256/20	Town Clerk	In progress 02/11/20	<p>02.11.20: Written motion presented by Cllr Farrell to support petition presented by Hannah Cartwright. RESOLVED That the Town Council supports this request for a safer crossing point, whether a pedestrian crossing, reduction in the speed limit or by other means. It needs a full and urgent review through CATG and Highways officers. Also, to request a pedestrian count and to seek alternative Wiltshire Council funding options to conduct a whole town transport strategy.</p> <p>15.08.22: TC update - traffic survey had been in wrong location for Police to start risk assessment/enforcement. Too dangerous</p>

Min #	Assigned to	Status & Date	Notes
			<p>for Community Speed Watch. Town Clerk in discussions with WC to find way forward.</p> <p>16.8.22 Cllr CT emailed Police to ask for advice and assistance in progressing this issue.</p> <p>19.8.22 - WC emailed Town Clerk to state traffic survey was done in the best possible location given constraints, and that they had planned meeting to look at how best to collaborate with Police in these situations. 19.8.22 Town Clerk emailed WC to ask for how they would advise to proceed given there is a known speeding issue at this location?</p> <p>05.09.22: JS escalated to PCC/Wilts Police/Wilts Council.</p> <p>28.11.22 Post to be installed by MTC for use of SID on green/ junction with Port Hill/Herd St.</p> <p>7.12.22 MTC reviewed SID guidance, due to distance between proposed location for pole and speed limit post cannot be installed for SID use.</p> <p>31.3.23 SID guidelines being revisited to reassess if can install pole. RSW re-stated to Police the need for enforcement.</p> <p>15.3.23 Enforcement action taken by Police February & March 2023; no evidence for speeding.</p> <p>12.6.23: Cllr Thomas to follow up with WP. Town Clerk re-requested enforcement action at Police Tasking meeting 20.7.23.</p> <p>LHFIG request for 40mph speed limit buffer-zone and traffic calming on agenda for 13.11.23; referred by TCWP - supported by MTC 13.11.23 for referral to LHFIG.</p> <p>Considered by LHFIG on 25.1.24 – Highways Engineer to check whether 40MPH buffer zone is feasible</p> <p>12.7.24 Discussed at LHFIG</p> <p>11.7.24 WC Highways Engineer advised was not possible. This was challenged by MTC/WC Councillors, and the engineer undertook to recheck if this is the case; and if so, provide an explanation including the relevant guidance and reasons for this judgement</p>
#143 20MPH SPEED LIMIT REVIEW			
284/22	Town Clerk	In progress 06/02/22	<p>LHFIG request sent 7.2.23. LHFIG supported request on 11.3.23. MTC to provide additional street names for adding to review.</p> <p>30.5.23 MTC WP to meet 8.6.23 to review.</p> <p>13.6.23 WC Highways emailed with preferred review locations;</p> <ol style="list-style-type: none"> 1. London Road –section from Elcot Lane junction to the double mini roundabout 2. Salisbury Road – Tesco roundabout to the double mini roundabout 3. George Lane – end to end 4. Pewsey Road – St Peter’s roundabout to junction with George Lane 5. Bridewell St – St Peter’ roundabout to junction with College Fields 6. Herd St – Junction St Martins to junction with The Common 7. The Common – junction Herd St to Kingsbury St. 8. Port Hill – junction The Common/Herd St to 50 yards past Golf

Min #	Assigned to	Status & Date	Notes
			Club entrance. Plus, existing; Kingsbury St, Oxford St, St Martins, High St, New Rd. 4.7.23 WC Highways emailed adding request for Hyde Lane/Cross Lane/Back Lane/St Johns Close 22.7.24 Report received; on the agenda for the Planning Committee 29.7.24. 9.8.24 Town Clerk emailed WC Highways to confirm MTC support implementation in Hyde Lane, Back Lane, Cross Lane, Cardigan Road and St Johns Close as recommended in the report. Also, that MTC, via WC Cllr Davies, will be requesting reconsideration of the 20MPH speed limit in George Lane, with unanimous and strong support within the Council
#145 HIGH STREET CROSSING			
260/22	Cllr Davies & Town Clerk	In progress 27/02/23	TCWP matter – matter to be fed into process for future agendas
#151 COMMUNITY SPEED WATCH			
359/22	Town Clerk	In progress 24/04/23	15.3.23 Town Council to facilitate the creation of local CSW teams and provide publicity to call for people to take part 12.6.23 Volunteers being recruited 25.9.23 Cllr Trow expressed interest in becoming involved Needs further consideration and support to progress
#184 HIGH STREET SHORT STAY PARKING/LOADING BAY			
228/23	Town Clerk	In progress 25/09/23	Submitted on 02.10.23 24.01.24: prioritised with action for WC Highways engineer to progress
#219 ILLUMINTED SIGNS AT SPECSAVERS AND SPACE NK			
PQT	Town Centre Working Party	In progress 18/03/24	8.4.24 - referred to TCWP to investigate wider implications of High Street lighting to make a recommendation to the Committee

ITEM 6

PLANNING DECISIONS

To note the planning applications that have been determined by Wiltshire Council between 23 September and 13 October 2024:

a) PL/2024/05057 and PL/2024/05390 - 33 Herd Street, Marlborough

Single storey rear extension, window replacement, brick repair, internal alterations, and minor external works

Decision: Approve with conditions **MTC:** No objection subject to the Conservation Officer's approval and a condition that access to neighbouring properties is maintained at

all times

Officer Report: "...The comment regarding the alleyway between No.33 & No.34a being the only access to their house and that it can't be blocked during the works and should be incorporated in any planning approval has been duly noted... this is a private matter between interested parties and is not a material planning consideration in this instance. However, an informative will be included on the planning approval drawing the applicant's attention to the Party Wall Act..."

b) PL/2024/05615 – 14 London Road, Marlborough

Re-render with lime on the front of the house with replacement of windows on the front elevation

Decision: Approve with conditions **MTC:** No objection subject to the satisfaction of the Conservation Officer

Case Officer's Report: "...The works to remove the inappropriate and damaging cement render, and replacing it with lime render is a benefit for the building. The replacement windows will not result in the loss of important historic features and the new joinery will replicate the existing situation. Overall the works are not considered to harm the significance of the designated heritage asset, thereby preserving its special interest as a grade II listed building..."

c) PL/2024/06118 – Castle and Ball, High Street, Marlborough

Internal alterations and refurbishment, alterations to the rear pedestrian access arrangements to facilitate a new dedicated entrance lobby and level access which shall involve the relocation of existing windows and doors. Erection of new lightweight canopy adjacent to new rear lobby area, partial removal of existing low level wall and installation of a new external wheelchair ramp, repairs to existing external paving sets and replacement and proposed block paving to differentiate the existing pedestrian crossing point to the rear of the building and minor refurbishment works to the existing car park area

Decision: Approve with conditions **MTC:** No objection

d) PL/2024/06120 – Dome House, 118 London Road, Marlborough

Relocation of kitchen to front room (including services within existing concrete floor); removal of fireplace surround and raising of lintel within chimney breast and replace modern hearth; subdivide rear lean-to to create separate utility room/WC

Decision: Approved with conditions **MTC:** No objection subject to the satisfaction of the Conservation Officer

Case Officer's Report: "...The works to relocate the kitchen... are minimal considering the level of modern intervention that has taken place. The only impact on fabric and visual character are the alterations to the fireplace, however these are modest works to raise a lintel and remove a modern fire surround, both of which are not considered to cause harm. Overall the alterations are considered acceptable as no harm to the building's significance will be caused, thereby preserving the special interest of this building and the terrace as a whole..."

e) PL/2024/06380 – Castle and Ball, High Street, Marlborough

Internal alterations and refurbishment, alterations to the rear pedestrian access arrangements to facilitate a new dedicated entrance lobby and level access which shall involve the relocation of existing windows and doors

Decision: Approve with conditions **MTC:** No objection

- f) **PL/2024/07186** – 10 High Street, Marlborough
Repainting of shopfront
Decision: Approve with conditions **MTC:** No objection
- g) **PL/2024/07193** – 10 High Street, Marlborough
Repainting of shopfront
Decision: Approve with conditions **MTC:** No objection
- h) **PL/2024/07242** – Manton Thatch, Bridge Street, Manton
To build an oak framed, brick based porch to the rear of the property
Decision: Approve with conditions **MTC:** No objection
- i) **PL/2024/07378** – Manton Thatch, Bridge Street, Manton
To build an oak framed, brick based porch to the rear of the property
Decision: Approve with conditions **MTC:** No objection
- j) **PL/2024/07406** – Meadowlands, London Road, Marlborough
Willow tree – fell
Decision: Approve with conditions **MTC:** No objection
- k) **PL/2024/07491** – 16 Rabley Wood View, Marlborough
Replacement windows/doors and replacement of rear window with new glazed door
Decision: Approve with conditions **MTC:** No objection
- l) **PL/2024/07699** – Flats 1, 2, 3, 4, 17, 18, 19, 26, 27, 28, 29, 30, 31, 109, 110, 112, 113 Rabley Wood View, Marlborough
Replacement double glazed windows and doors
Decision: Approve with conditions **MTC:** No objection and welcomes this application
- m) **PL/2024/07784** – Tweed House, Chantry Lane, Marlborough
Variation of condition 2 (amended drawings) and removal of condition 9 (condition redundant) relating to application 19/06065/FUL
Decision: Approve with conditions **MTC:** No objection
- n) **PL/2024/07944** – The Red House, Cardigan Road, Marlborough
T1 – Copper Beech – Reduce by 25%. T2 – Yew – Reduce by 25-25% and rebalance
Decision: Approve with conditions **MTC:** No objection
- o) **PL/2024/08858** – Virginia Cottage, 9 Bath Road, Marlborough
Partially fallen Elm at top of the bank to the rear of the property – clear the fallen branch away from the bank and fell the remaining tree at ground level only. Arborist advises that tree has Dutch Elm disease and is dying. Potential risk of damage if not removed. All works to BS3998 – Works to Trees
Withdrawn by applicant **MTC:** Not considered

ITEM 7

PLANNING APPLICATIONS

To consider Planning Applications received from Wiltshire Council. Councillors and members of the public should contact the Town Clerk by midday on 21 October if they feel any of the following applications need full discussion at the meeting.

- a) [PL/2024/07713](#) – Full planning permission – *updated plans*
Remove existing timber fence, erect new masonry bin store and the provision of two additional parking spaces at The Priory, Marlborough for Ms Stephanie Cake, Aster Group
- b) [PL/2024/08304](#) – Full planning permission
Replacement of plant equipment/machinery within the roof service area at 17-18 High Street, Marlborough for Oaksmere
- c) [PL/2024/08757](#) - Listed building consent (Alt/Ext)
Conversion of existing storage area to habitable space with partial removal of an exterior wall and replacement side door at Virginia Cottage, 9 Bath Road, Marlborough for Bob Stacey
- d) [PL/2024/08793](#) – Householder planning permission
Single storey rear flat roof extension, new raised flat roof to existing garage and associated internal alterations at 13 Five Stiles Road, Marlborough for Miss H Porter and Mr W Eastmond

ITEM 8

LICENCE APPLICATION

To consider an application for a premises licence at St Peter's Church, Marlborough High Street SN8 1HQ

St Peters, Marlborough

The licence application is for:

- The provision of plays Friday to Saturday between 19:00-22:00, and Sunday 15:00-19:00
- The provision of live music Monday to Friday 19:00-23:00, Saturday 14:00-23:00 and Sunday 14:00-21:00
- The supply or sale of alcohol Friday to Sunday 19:00-23:30 (with seasonal variations)

The Town Council is a consultee for licence applications. Any representations for/against the application must be made in writing to Wiltshire Council no later than 29 November 2024. Application form and plan at Appendix 1.

Recommendation

Members are asked to consider the application and instruct the Town Clerk accordingly.

Town Clerk 02.10.2024

ITEM 9

STREET TRADING CONSENT

To consider an application under the Local Government (Miscellaneous Provisions) Act 1982 where the Town Council is a consultee.

Consultation

The application is for:

- **Trading Name:** Breakfast Delicious Food
- **Articles for sale:** Bacon, eggs, sausages, hot and cold food and drinks
- **Trading Location:** Layby on the A346 between Marlborough and Ogbourne Maizey
- **Trading Times:** Monday – Sunday inclusive from 7am to 4 pm
- **Description of Stall:** Van as shown in photo

Consultees are asked to respond via email by 4 November 2024 to streettrading@wiltshire.gov.uk stating whether or not you wish to make any representations which must be relevant and specific.



Please see Appendix 2 for location plan and criteria for determining application.

Recommendation

Members are asked to consider the application and instruct the Town Clerk accordingly.

Town Clerk 07.10.2024

ITEM 10

TRAFFIC STUDY

To consider the final Marlborough Traffic Study Report and VISSIM Technical Note (Appendix 3). Traffic count data is also available upon request.

Recommendation

Members are asked to note and consider the report and what actions, if any, should be progressed, and instruct the Town Clerk accordingly.

Town Clerk 14.10.2024

To consider the Town Clerk's report about potential changes to The Parade and to note a decision about extending the 40MPH zone at Frees Avenue.

a) The Parade (Part) – Proposed One-Way System

To consider an indicative plan (Appendix 4) showing the proposal including reduction of parking for a 'one way' scheme, travelling eastwards from the High Street.

b) Frees Avenue – 40MPH

"Further to previous correspondence I am able to inform you that a report on the above proposal has now been considered by the Cabinet Member for Highways, Street Scene and Flooding who has approved:

- (i) The implementation of the proposals as advertised;
- (ii) The objectors be informed accordingly.

This decision may be accessed via the Internet at

<https://cms.wiltshire.gov.uk/ieDecisionDetails.aspx?ID=2030>. The report reference is HSSF – 26 – 24."

Proposal

Members are asked to:

- A. Note the speed limit decision
and
- B. Consider the proposal for The Parade, specifically:
 - I. Access, traffic flow and parking arrangements
 - II. The possibility and scope of local consultation prior to a response to Wiltshire Council Highways

Recommendation

Members are asked to consider the above and instruct the Town Clerk accordingly.

Town Clerk 10.10.2024

ITEM 12

SPEED INDICATOR DEVICES (SID)

To note the most recent data downloaded from the Town Council's SID at Poulton Hill (18 September to 1 October 2024) and to consider the SID rotation plan.

SID Locations

There is a SID permanently situated at Herd Street. A second SID is deployed on rotation to:

- Bath Road (30MPH, adjacent to Memorial Hall and 40MPH, near Golding Avenue)
- Chopping Knife Lane
- George Lane
- Kingsbury Street
- London Road (2 locations)
- Poulton Hill

At the time of writing this report the SID was located at Bath Road, to be moved to George Lane on 15 October 2024.

Report at Appendix 5.

Recommendation

Members are asked to note the data report and consider whether any changes are required to the SID location/rotation plan.

Deputy Town Clerk 14.10.2024

ITEM 13

TOWN CENTRE WORKING PARTY

To receive a verbal update and consider the revised proposal for use of the Wiltshire Towns Programme (WTP) grant funds.

Wiltshire Towns Program Funds

As part of its support to encourage thriving town centres in the market towns of Wiltshire, Wiltshire Council has allocated government funding across Wiltshire specifically to encourage projects and initiatives that enhance town centre activity and experience.

- Year one of the funding in 2023/24 was used by the Council to install trees and planters, revamp the seating area outside the Jubilee Centre and help towards the cost of visitor signage (yet to be installed).
- Year 2 and 3 funding (2024 25 and 2025 26) can be used together as one fund, to allow more scope providing the funds are for activities, projects or services that fall within the WTP criteria (please see Appendix 6.1). The grant application has to be submitted by the end of October.

Proposal

Members are asked to consider the TCWP's revised proposal for use of the Wiltshire Towns Programme Funds to include:

PRIORITY 1

The commissioning of a service provider who can conduct a community engagement and consultation process resulting in a vision document that outlines and presents a set of cohesive ideas that support and reflect the following mission statement:

To document a set of deliverables that enhance and improve the pedestrian experience of Marlborough Town Centre, 'With a focus on 'access, space, and place.'

The deliverables must be realistic and achievable within the legal and financial parameters of Marlborough Town Council and, or Wiltshire Council combined, as well as the possible use of third-party external funding.

(See Appendix 6.2 for full draft brief) : guide grant allocation £35,000

NB The Council has in principle already agreed the use of the Wiltshire Towns Programme funds for this (**Min. 85/24 Full Town Council meeting held 24 June 2024**). In addition, the TCWP is requesting that some of the funds are also used for other initiatives if the cost of Priority 1 allows. These being:

PRIORITY 2

To commission external services to address the weed issue on pavements and surrounds, with a focus on the High Street, adjoining streets, and The Parade: guide grant allocation £10,000.

PRIORITY 3

To run a 'Blooming Marlborough' floral competition aimed at encouraging homeowners and business owners to create colourful displays in Spring 2025: guide grant allocation £3K for prizes, £2K for the provision of hanging baskets and tubs for participants.

Recommendation

Members asked to consider the proposal and instruct the Town Clerk accordingly.

Town Clerk 11.10.2024

ITEM 14 APPLICATION FOR TEMPORARY ROAD CLOSURE

To note that the Town Council has applied for a temporary road closure as follows:

On: **Friday 29th November 2024 between 16.00hrs – 21.00hrs.**

Purpose: Christmas Lights Switch on Event on grounds of public safety

That the following roads and streets in the town of Marlborough are to be closed (save in any case of emergency) to all vehicular traffic:

- a) **A4 High Street**; from its junction with Hyde Lane to New Road
- b) **One-way section of High St** which runs adjacent to St Peter's Church to its junction with the A4/Bath Road
- c) **Kingsbury Street (part)**; from its junction with the High Street in a north westerly direction to its junction with Silverless Street
- d) **New Road**; from its junction with the High Street in an easterly direction to its junction with London Road

The consultation period closes on 18 October.

Recommendation

Members are asked to note the application.

Town Clerk 7.10.2024

ITEM 15

TEMPORARY ROAD CLOSURES

To note Orders issued by Wiltshire Council under Section 14(1) of the Road Traffic Regulation Act 1984 and Section 21 of the Town Police Clauses Act 1847:

a) Remembrance Parade

The logo for Wiltshire Council, featuring the text "Wiltshire Council" in white on a green background with a white swoosh underneath.

IN ACCORDANCE with Section 21 of the Town Police Clauses Act 1847, which section gives Wiltshire Council ("the Council") the power to make an Order for roads within its administrative area to be closed temporarily to all vehicular traffic (and for alternative routes to be observed) for the purposes of preventing obstruction.

The Council HEREBY ORDERS

On: **Sunday 10th November 2024 between the hours of 10.00 and 11.30**

Purpose: **Remembrance Sunday Parade**

That the following roads and streets in the town of Marlborough are to be closed (save in any case of emergency) to all vehicular traffic:

- a) **A4 (Part) High Street**; from its junction with A345 Pewsey Road to its junction with New Road / Kingsbury Street
- b) **C18 Kingsbury Street**; from its junction with High Street to its junction with The Common / Frees Avenue
- c) **C6 Silverless Street**; from its junction with Kingsbury Street to its junction with A346 Herd Street / Barn Street
- d) **A346 Herd Street**; from its junction with Silverless Street to its junction with The Common
- e) **A346 (Part) Barn Street**; from its junction with Silverless Street to its junction with A4 New Road
- f) **A4 (Part) New Road**; from its junction with High Street to its junction with London Road
- g) **C18 The Parade**; from its junction with High Street to its junction with London Road
- h) **Oxford Street**; from its junction with New Road to its junction with Barn Street
- i) **The Green**; from its junction with Barn Street to its junction with St. Martin's
- j) **A4 London Road (Part)**; from its junction with New Road to its junction with A346 Salisbury Road

Nothing in this Order shall prevent vehicles from proceeding in the said lengths of road when being used in connection with the event stated above.

This Order is made the 8th day of October 2024

PP
Signed by
SAMANTHA HOWELL
Director Highways and Transport

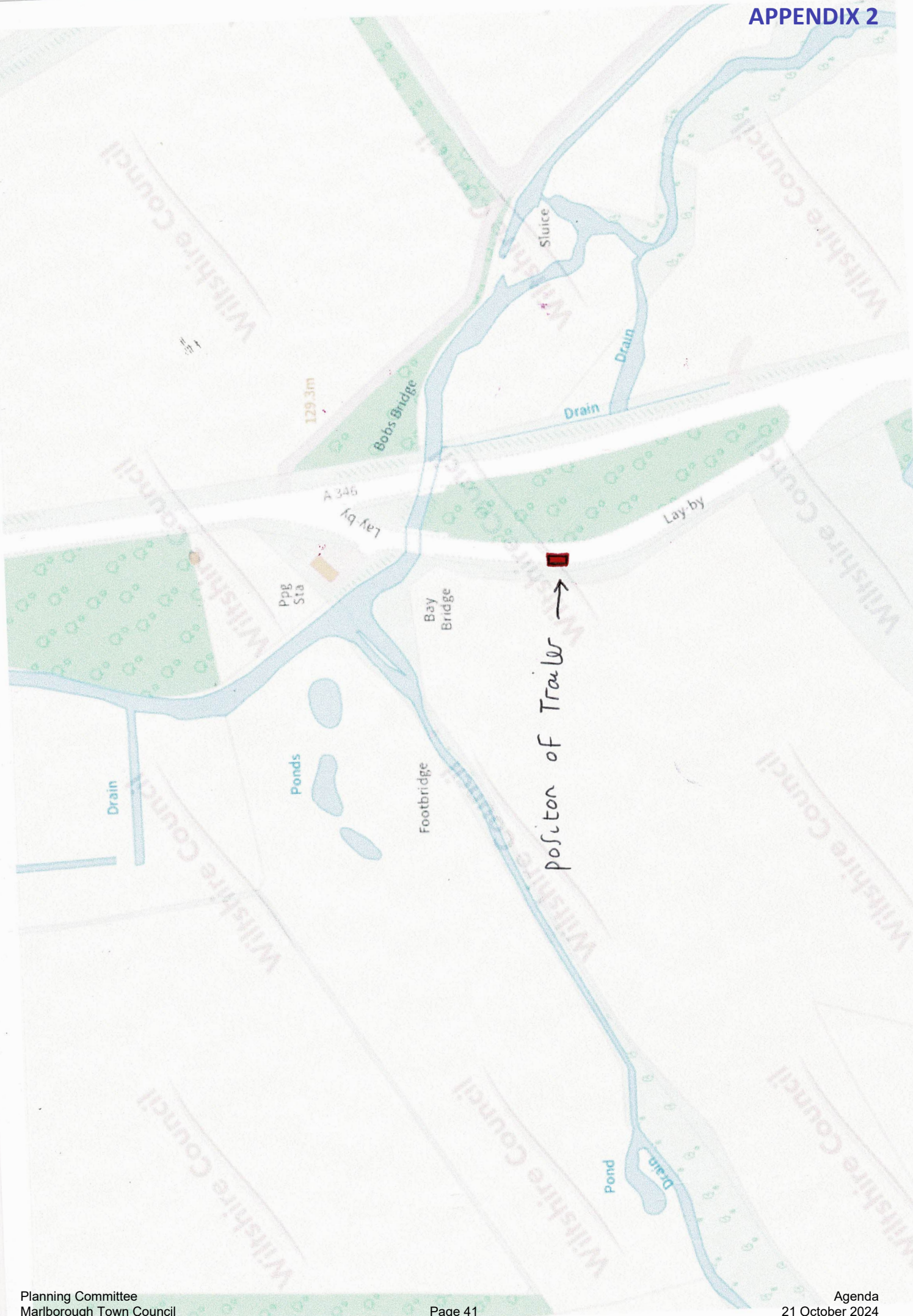
b) Blanket Order

Further to the notice at the previous meeting providing advance notice of works to various roads, various parishes, Wiltshire Council has updated the anticipated dates (dependent on weather conditions) and links for the carriageway retexturing programme in the Gazette and Herald advertising area are as follows:

ORIGINAL NOTICE: https://api-gb.one.network/downloads/tm/1142/notice-2_c1aa74b037.pdf

1. **B4001 (Part), Chilton Foliat**; TBC
2. **Aldbourn Road (Part), Aldbourn**; 17 - 21 October 2024 <https://one.network/?tm=GB139636246>
3. **C74 (Part), Little Bedwyn**; 17 - 21 October 2024 <https://one.network/?tm=GB139636253>

4. **C74 (Part), Little Bedwyn and Great Bedwyn;** 17 - 21 October 2024 <https://one.network/?tm=GB139636254>
5. **C74 (Part), Great Bedwyn;** 24 - 28 October 2024 <https://one.network/?tm=GB139636255>
6. **B4003, Avebury;** 17 - 21 October 2024 <https://one.network/?tm=GB139636211>
7. **B4069 (Part), Kington Langley, Langley Burrell Without and Chippenham;** 14 - 16 October 2024 <https://one.network/?tm=GB139636215>
8. **C414 (Part), Purton and Lydiard Millicent;** Cancelled (no longer needed due to Surface Dressing treatment)
9. **C86 (Part), Biddestone;** 24 - 28 October 2024 <https://one.network/?tm=GB139636257>



Criteria for determining applications

The Authorised officer will assess applications for Street Trading Consents against the following criteria:

- **Site safety.** The location should not present a substantial risk to the public in terms of road safety, obstruction or fire hazard. Observations from council officers will be taken into consideration.
- **Public order.** The street trading activity should not present a risk to public order in the locality in which it is situated. Observations from Wiltshire police and council officers will be taken into consideration.
- **Avoidance of nuisance.** The street trading activity should not present a substantial risk of nuisance from noise, smells, fumes, litter or the discharge of fluids to households or businesses in the vicinity of the proposed street trading site. Observations from council officers, residents and businesses will be taken into consideration.
- **Consultees' observations.** Consideration will be given to written objections from consultees. Objections and recommendations will be assessed by the Authorised officer for reasonableness and appropriateness before they are taken into consideration.
- **Permitted trading hours.** In town centres street trading hours will normally mirror those of shops in the immediate vicinity. However, the council will consider each application on its merits before agreeing permitted trading times. The council retains the right to specify permitted trading hours that are less than those applied for. Any trading involving hot food between 11pm and 5 am will also require a separate application under the Licensing Act 2003.
- **Suitability of the applicant.** The council may take relevant unspent convictions, complaints received about the applicant's previous street trading activity and any previous revocation or surrender of a Street Trading Consent into account.
- **Proximity to schools and colleges.** No Street Trading Consents will be granted for trading at locations within a 200 metre walk using the public highway of a school or sixth form college, unless otherwise agreed in writing by Wiltshire Council.
- **Proximity to existing consent holders.** Consideration will be given to the number of existing consent holders in the area.

Objections

The consultees listed will be asked to respond in writing **within 30 days**.

Officers will assess the reasonableness and appropriateness of all objections before they are taken into consideration.



MARLBOROUGH TRAFFIC STUDY

*This is a large document which
cannot be uploaded to the
Marlborough Town Council website*

*The report is available to be emailed
to you by asking
enquiries@marlborough-tc.gov.uk
or you can read a hard copy at our
office*

TECHNICAL NOTE

Marlborough Traffic Study

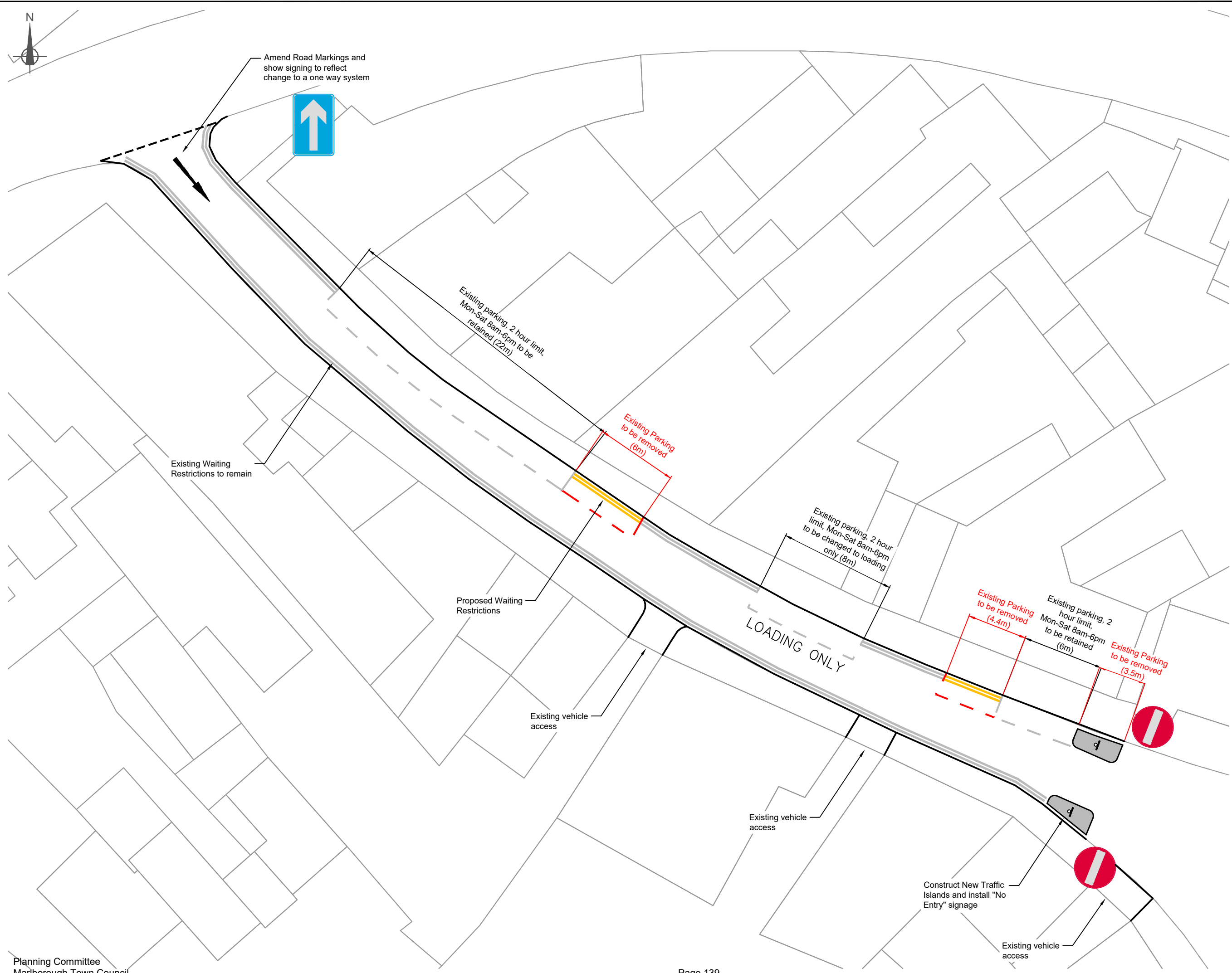
SUBJECT	PROJECT NO.	DATE
VISSIM Technical Note	5225227	23/09/2024
AUTHOR	DISTRIBUTION	REPRESENTING
Onyebuchi Agbo-Anike/Noel Mathew/ Pooja Raj	Martin Aldam	AtkinsRéalis
ICEPAC NO.	ATKINSRÉALIS NO.	
N/A	001	

Document history

Revision	Purpose description	Originated	Checked	Reviewed	Authorised	Date
1.0	For information	OA/NM/PR	KB	LW		18/06/2024
2.0	For issue to client	OA/NM/PR	KB	LW	YP	23/09/2024

Client signoff

Client	Wiltshire Council	
Project	Marlborough Traffic Study	Project No. 5225227
Client signature / date		



NOTES:

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E					
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B					
A					
O	09/24	SW	SH	SH	ORIGINAL
REV	DATE	DRAWN	CHECK	APPRV	DESCRIPTION

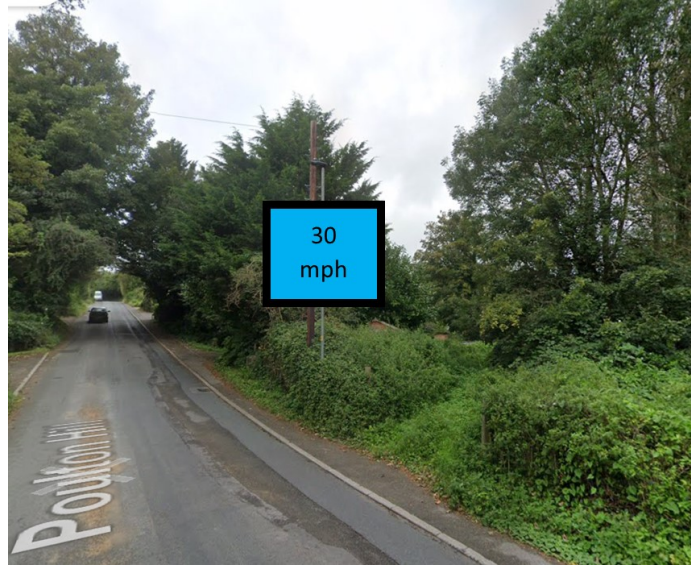
DRAWING PURPOSE:
FOR INFORMATION

Wiltshire Council
Traffic & Network Management
County Hall, Bythesea Road, Trowbridge
Wiltshire, BA14 6JD
Tel: 0300 4560100
Website: www.wiltshire.gov.uk

PROJECT:
Marlborough LHF1G
Marlborough, The Parade
Proposed One Way Street

DRAWING TITLE:
Concept Design

SCALES:	1:250	SHEET SIZE:	A3
DRAWING No:	2024-097-0001	REVISION:	0
FILE REF:	L: Traffic Eng 21 October 2024		



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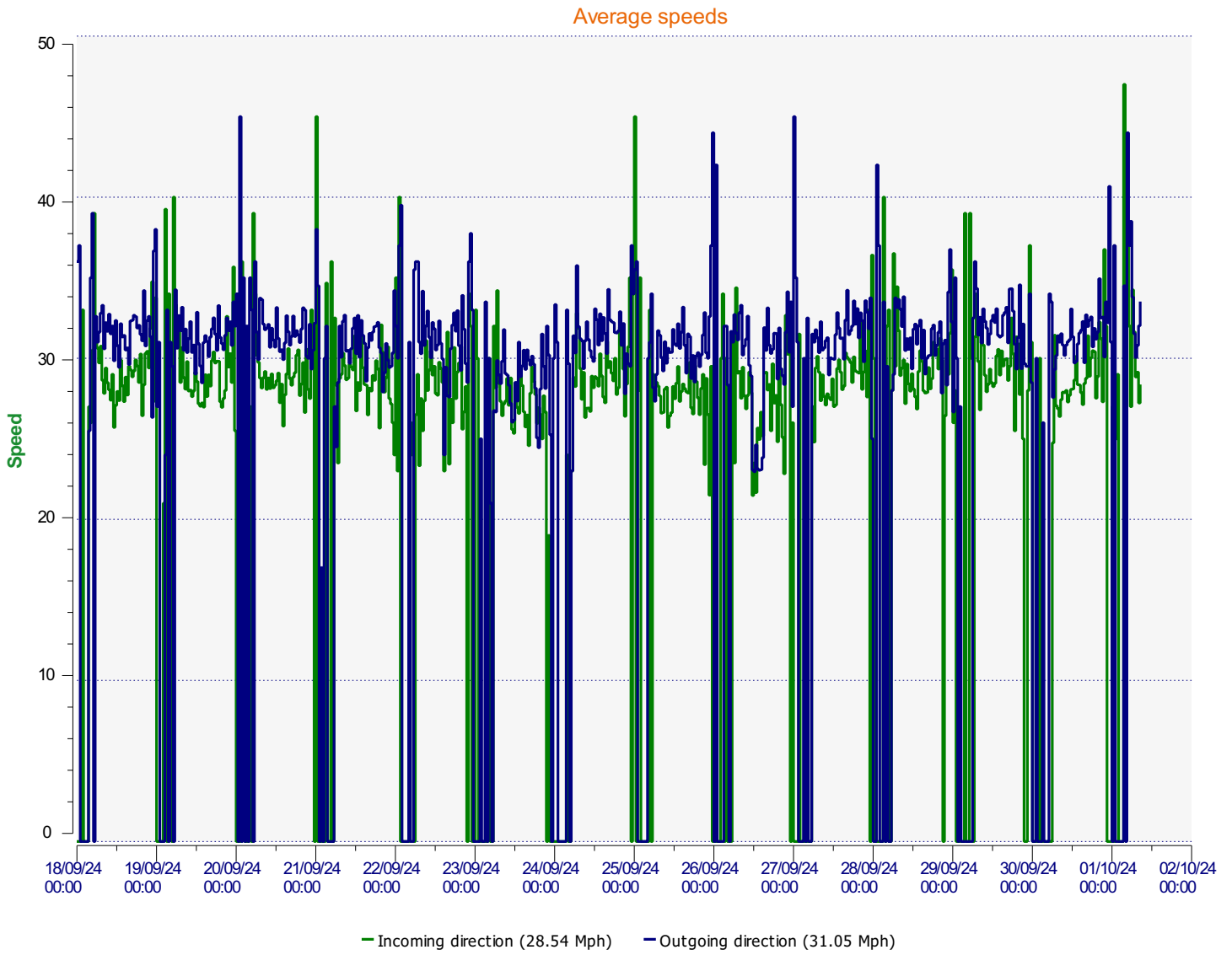


DÉTECTER • INFORMER • SÉCURISER

Start date: Wednesday, September 18, 2024 12:00 AM
End date: Tuesday, October 1, 2024 8:30 AM

Location: Poulton Hill - 30mph

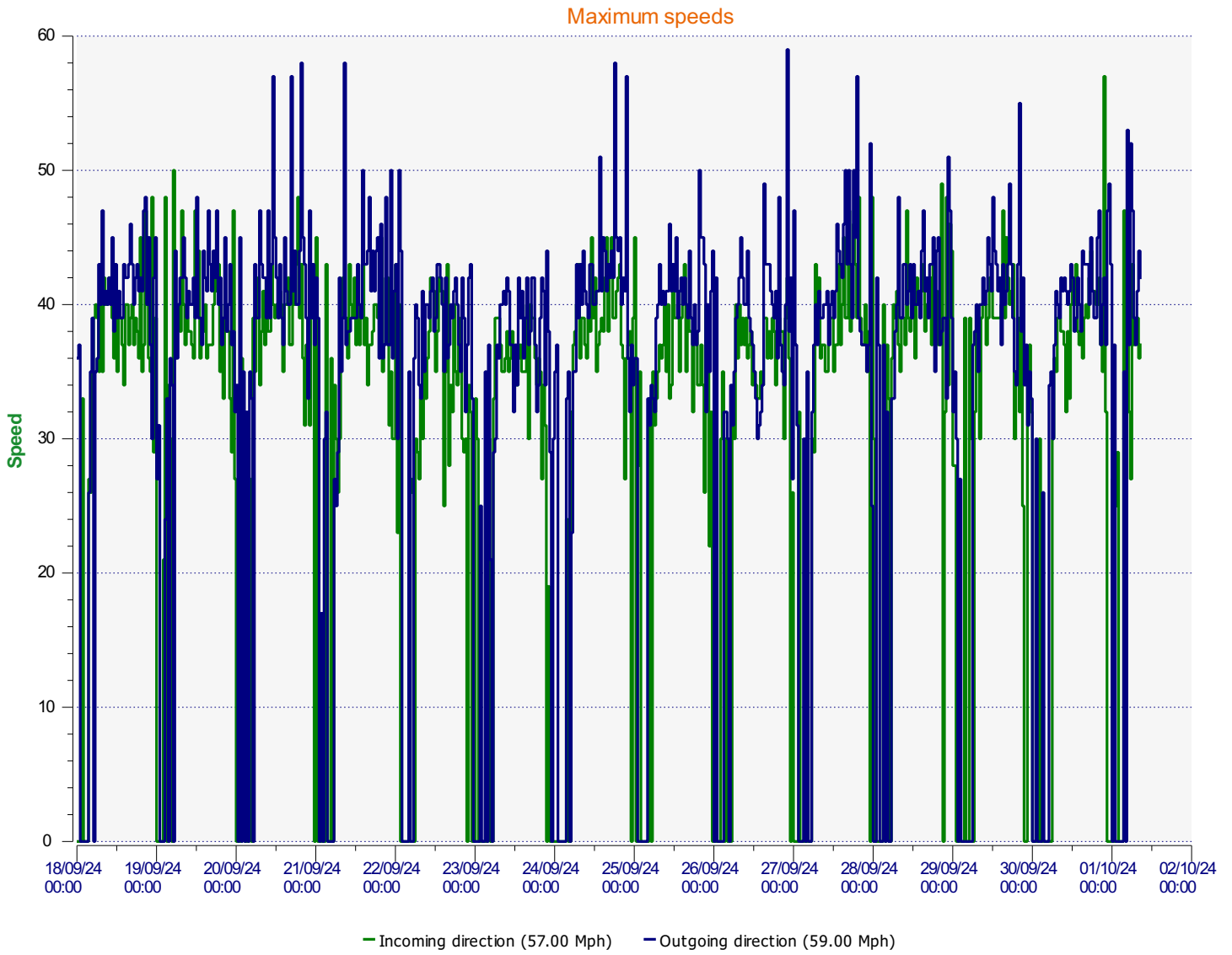
Comments:



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End date: Tuesday, October 1, 2024 8:30 AM

Location:

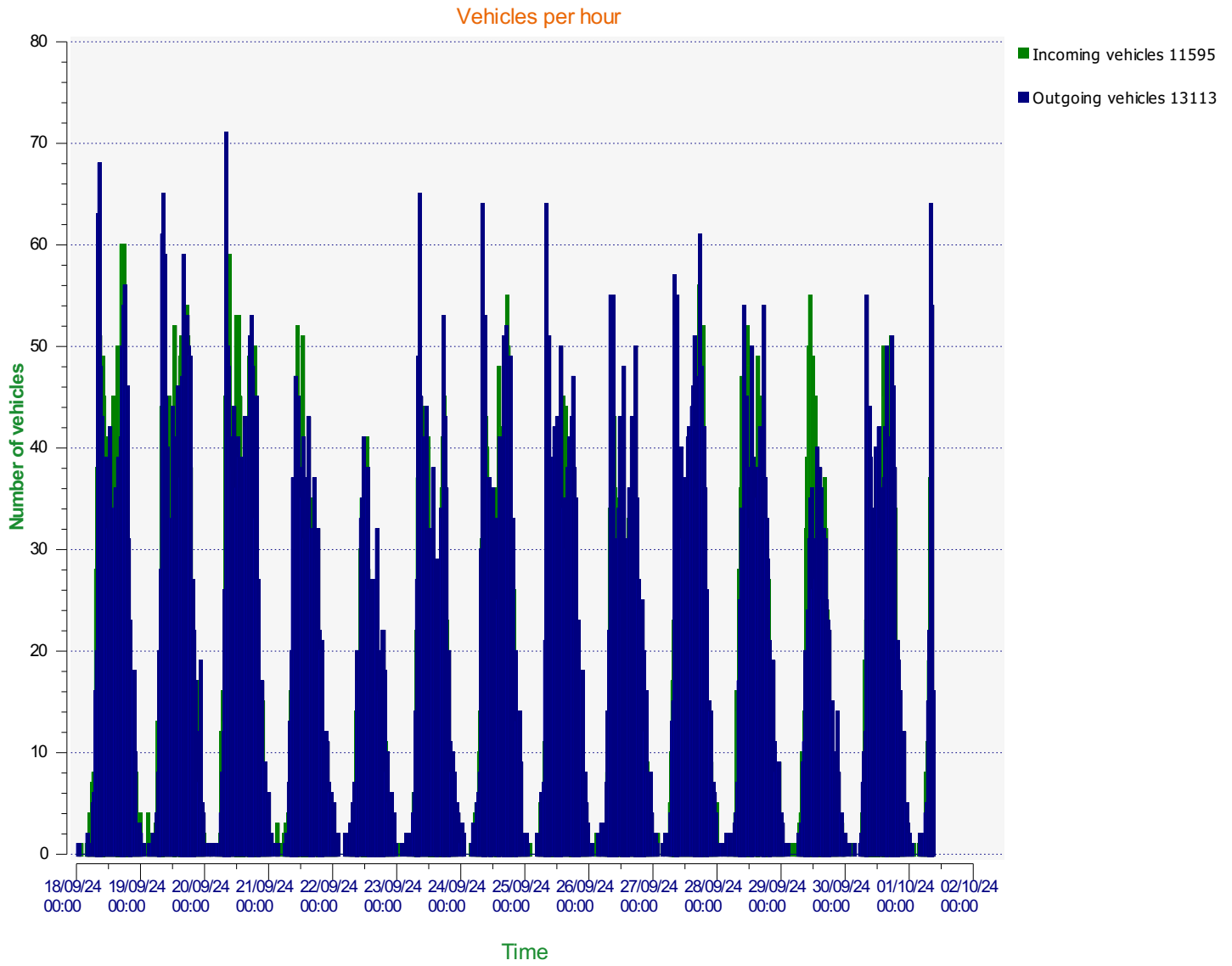
Comments:



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End date: Tuesday, October 1, 2024 8:30 AM

Location:

Comments:

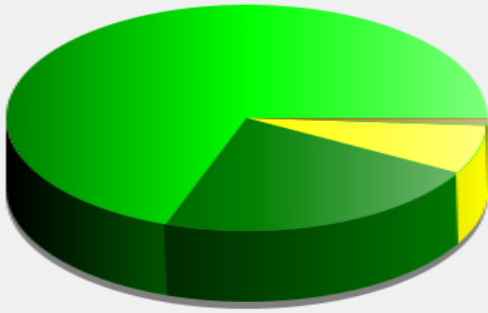


Start date: Wednesday, September 18, 2024 12:00 AM
End date: Tuesday, October 1, 2024 8:30 AM

Location:

Comments:

Incoming vehicles



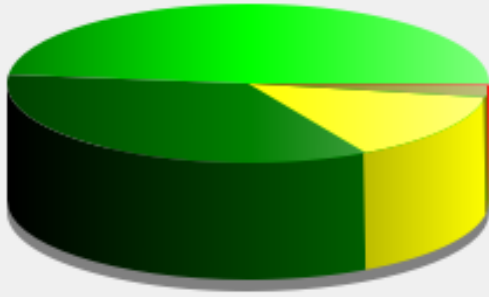
- <= 30 Mph : 8,064 - (69.55 %)
- 31 - 35 Mph : 2,598 - (22.41 %)
- 36 - 40 Mph : 808 - (6.97 %)
- 41 - 45 Mph : 105 - (0.91 %)
- 46 - 65 Mph (and more) : 20 - (0.17 %)






Start date: Wednesday, September 18, 2024 12:00 AM
End date: Tuesday, October 1, 2024 8:30 AM

Location:

Comments:

Outgoing vehicles

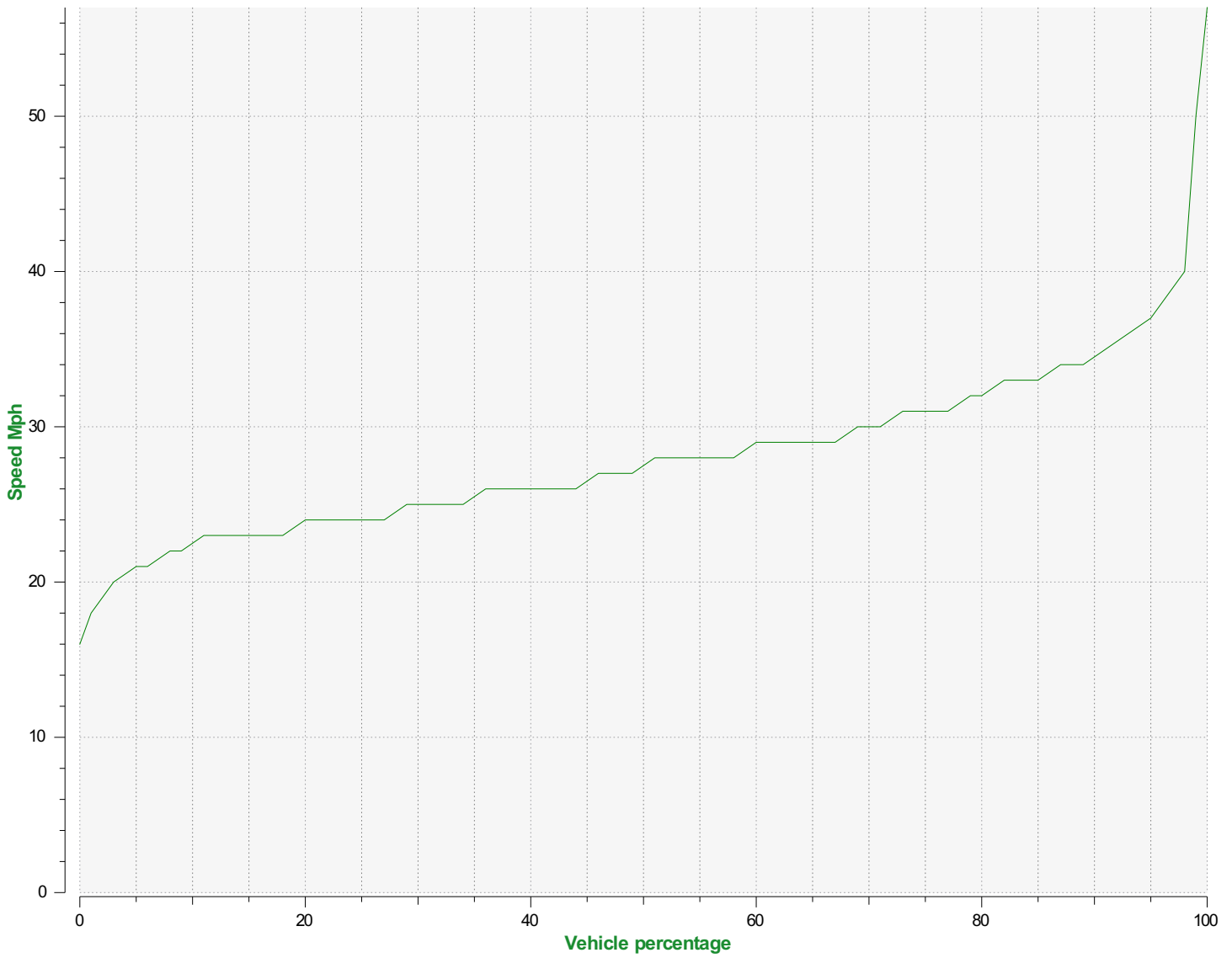


	<= 30 Mph : 6,326 - (48.24 %)
	31 - 35 Mph : 4,570 - (34.85 %)
	36 - 40 Mph : 1,852 - (14.12 %)
	41 - 45 Mph : 310 - (2.36 %)
	46 - 65 Mph (and more) : 55 - (0.42 %)

Start date: Wednesday, September 18, 2024 12:00 AM
End date: Tuesday, October 1, 2024 8:30 AM

Location:

Comments:



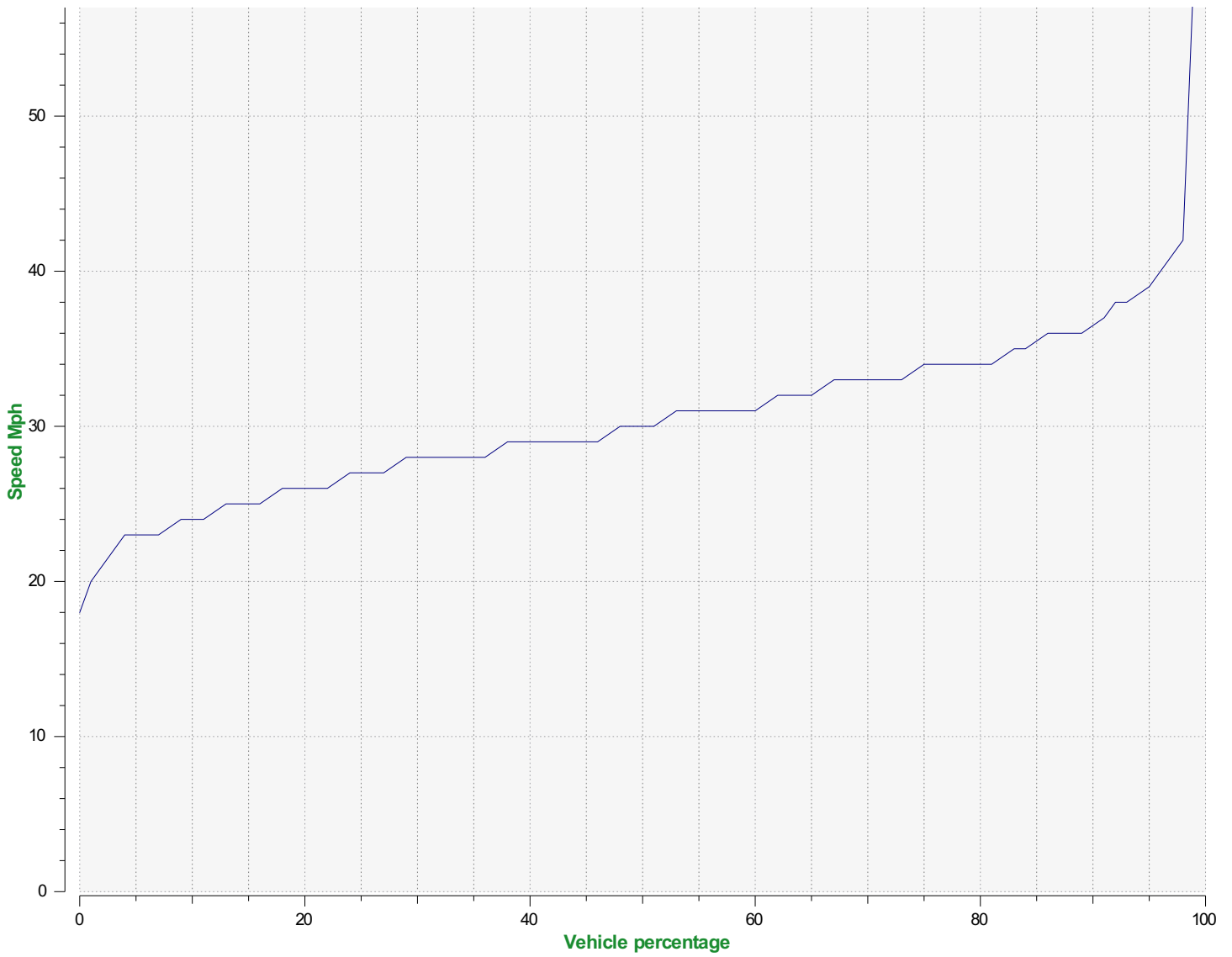
Speed percentiles (incoming)

V30: 25.00Mph **V50:** 27.00Mph **V85:** 33.00Mph

Start date: Wednesday, September 18, 2024 12:00 AM
End date: Tuesday, October 1, 2024 8:30 AM

Location:

Comments:



Speed percentile(outgoing)

V30: 28.00Mph **V50:** 30.00Mph **V85:** 35.00Mph

Start date: Wednesday, September 18, 2024 12:00 AM
End date: Tuesday, October 1, 2024 8:30 AM

Location:

Comments:



ACTIVITY GENERATION GRANT PROGRAMME 2024/25

What is The Activity Generating Grant Programme?

To facilitate the revitalisation and transformation of the High Streets in Wiltshire, the Activity Generation Programme is an offer available to 22 local councils in Wiltshire identified as eligible for funding and support.

The aim of the programme is to create activity on Wiltshire's High Streets - by increasing capacity and encouraging people back to the High Street, taking into account the top 25 priorities, identified by the High Streets Task Force, for local place leaders to focus on to in their pursuit of sustainable high streets that meet the needs of their catchment.

We will write to the councils eligible for the funding, detailing the funds that have been allocated to them, which can be accessed by entering into a grant agreement with Wiltshire Council.

How does the grant align with the work of the High Streets Task Force?

The High Streets Task Force has a framework of four strategic approaches to high street renewal - these four approaches align with the Wiltshire Towns Programme.

Through the Activity Generation Grant offer, we have created a town centre action plan template and funding to implement measures identified, to communicate your unique offer, and enable you to form and strengthen partnerships to drive and sustain positive collaboration and change.

Action Plans – **repositioning** to develop an inspiring vision through participation and engagement – to ensure these are actively used they should be adopted and have buy-in from stakeholders.

We have previously supplied an action plan template, in Year 1 of the Activity Generation Grant Programme, and encourage you to revisit it to shape your grant proposals for Year 3. We are happy to attend a review and/or refresh of your plan if it would be of benefit. You may to build on your action plan and develop a Town Centre Vision, or review an existing town centre strategy, engaging a consultant and bringing stakeholders together in the process.

Taking Action – **reinventing** – this can be larger projects such as regeneration, led by a Town Centre Vision, but may also be the activation of your high street through events, arts and culture and many other small-medium scale interventions.

Some of your Generating Activity Grant can be used to enable projects that increase the vitality and enhance vibrancy of your town centre - increasing footfall and extending dwell time – example interventions and projects are listed in Appendix 1. You can use the grant to be creative and test new ideas, or, if you have an existing programme you would like to scale up or communicate more widely, you can use the grant to do so.

Communication – **rebranding** through clearly defining or refining your town's offer and outwardly celebrating it, using it to shape events and projects – defining your town's unique identity, realising the vision for your high street and marketing your destination.

Brand development takes time and resource, involving a wide range of stakeholders. Your Activity Generation Grant can be used to provide additional capacity for rebranding and communication activity, for example using the Explore Wiltshire Events platform (<https://events.wiltshire.gov.uk/>) to list events, further examples are found in Appendix 1.

Partnerships – **restructuring** existing partnerships or forming new ones – involving as many stakeholders as possible e.g. retail, leisure, commercial, local council, local authority, community anchors, and residents, to create a governance structure and allow strategic planning to enable you to move forward with significant projects.

Activity Generation Grant funding can be used to engage stakeholders and enable the formation of partnerships; The High Streets Task Force has some useful resources available here if you need help to get started: - <https://squidex.mkmapps.com/api/assets/ipm/best-practice-guide-place-partnerships.pdf>.

What Can be Funded by the Grant?

The grant can fund measures which will improve the Vitality and Vibrancy of the Town Centre. The High Streets Task Force has set out 25 priorities that a town can influence that will have a medium-high impact on its vitality and vibrancy – these can help you shape your Activity Generation Grant funding proposal. The 25 priorities have many component factors and can impact the high streets look and feel, its function, the offer available, the changes needed and the management of the town centre, as illustrated below in Figure 1.



What affects the look and feel of the high street?

4) Experience 5) Appearance 12) Place marketing 20) Crime and Safety 22) Liveability



How does the high street function?

1) Activity Hours 7) Necessities 14) Accessibility 11) Walkability 24) Functionality



What does the high street have to offer?

2) Retail Offer 8) Anchors 9) Non-Retail Offer 10) Merchandise 16) Attractiveness 17) Markets 18) Recreational Space



How does the high street need to change?

15) Diversity 19) Barriers to entry 21) Adaptability 25) Innovation 23) Redevelopment Plans



How is the high street managed?

3) Vision and strategy 6) Place management 15) Networks and partnership

Figure 1 – extract from the High Streets Task Force “Place Making Action Plans” presentation found here: - <https://www.highstreets taskforce.org.uk/media/o1ih2g1w/hstf-presentation-bristol-roadshow.pdf>

Some factors may be more relevant to your town than others, depending on the strengths, weaknesses opportunities and threats identified in your action plan. The 25 priorities are listed in order of priority in terms of both influence and control in Appendix 2 and coded according to the groupings created by the High Street Task Force as illustrated in Figure 1.

What are the timescales or deadlines attached to this grant?

The deadline for submitting the information required to participate in the Year 3 and 4 programme (on pages 7 and 8 of this document) is **31st October 2024**, with grant agreements to be in place by **31st January 2025**.

Please note the funding allocated for Years 3 and 4 will be secured through a **single grant agreement to cover the 2024/25 and 2025/26 financial years**, with 2 invoices to be submitted: by **28th February 2025 for Year 3; and between 7th April 2025 and 28th February 2026 for Year 4**.

If the information required from your council is not submitted in accordance with the deadlines above, the funding will no longer be available, and may be and reallocated to other Wiltshire Towns Programme initiatives.

What information is required by Wiltshire Council?

The pro-forma in Appendix 3 should be completed and returned to us via this address: wiltshiretownsprogramme@wiltshire.gov.uk. This will help us gather the information required to start the process of setting up the grant agreement.

We also need to have received your monitoring reports for Year 1 and Year 2 expenditure – if you are still implementing your Year 2 funding measures, we can accept an interim report.

Once we have the pro-forma and expenditure report, we will review the interventions / strategic actions proposed and offer support to develop these, where needed.

How Will Compliance be Monitored?

Following the grant award, we may request evidence of your grant expenditure (e.g. invoices, works orders, strategy documents), together with a narrative of the impact of the interventions funded on your High Street.

This information is required for monitoring and reporting purposes – a template will be supplied for this purpose.

We also ask you to acknowledge the grant in your annual report and accounts, including a reference to the source of the grant.

Appendix 1: Example Interventions

These are examples -your proposals should be developed in response to your action plan.

Look and Feel - Marketing and Promotion, Town Dressing and Street Scene.	
<p>Development of an identity for marketing – for example through: -</p> <ul style="list-style-type: none"> • shop Local brand with details of products, offers, events and news, • creating a “Made in/Made Local” stall/shop/social media campaign, • celebrating the independent shops, • window dressing, • social media and website marketing support for retailers, • publicising locally hosted events through listings on the Explore Wiltshire Events website https://events.wiltshire.gov.uk/, • printed media (leaflets/magazines), • initiatives for staff of local businesses, such as a discount card. 	<p>Improved online presence – for example by sharing: -</p> <ul style="list-style-type: none"> • maps, • videos, • audio, • images, • text, • downloads, • games, • stories, • event listings. <p>Town dressing/street scene improvements – for example: -</p> <ul style="list-style-type: none"> • pop up parks, • wooden planters, • boxed trees, • seating, • banners, flags etc., • fingerposts, • redecoration of street furniture, • public art installations.
Function - Way Finding and Accessibility.	
<p>Develop greater pedestrian circulation and links to the high street through: -</p> <ul style="list-style-type: none"> • signage and information boards, • digital information hub and interpretation boards, • an accessibility audit, and • implementation of accessibility action plan • collaborate with local businesses to align opening hours with peak demand and/or to support the night-time economy. 	
Offer – Retail and Non-Retail Offer and Events.	
<ul style="list-style-type: none"> • Attract and inform visitors and residents through your unique offer e.g. food and drink, cultural, entertainment and heritage assets. • Enhancements to public spaces/parks. • Provision of leaflet/magazines, visitor guides/maps, information webpages and leaflets. • Curate and share town trails – e.g. blue plaque trail, public art trails using the Explore Wiltshire app. 	<p>Support for existing events or, in the absence of such, develop and plan for new events – for example: -</p> <ul style="list-style-type: none"> • Film Week, • Markets, • Craft & Local Food Taste Festivals, • Festivals and Carnivals, • Health & Wellbeing Day, • Christmas Lights Switch On • Indoor/Outdoor Christmas Market, • Christmas Window Competition, • Pop-up experiences. • Publicising events on the Explore Wiltshire Events website.

Changes - Removing Barriers and Innovating.

- Liaison with landlords and agents of vacant units to support them to find tenants.
- Support to small/local/independent businesses to move into the town centre.
- Support for pop-up/meanwhile uses.
- Identifying regeneration projects.

Management – Networks, Partnerships, Engagement, Vision and Strategy Development.

- Additional capacity for development of tourism & events offers and/or support to businesses to promote shopping and event destination.
- Support businesses to meet training needs and/or to have an online presence.
- Data gathering, research and analysis (footfall, catchment, spend data).
- Commissioning consultant to provide recommendations for improvements to enhance and promote the town centre and visitor experience.
- Stakeholder engagement: -
 - evaluation of visitor experience,
 - survey of local businesses, local art and culture group(s),
 - evaluation of current offer/USP,
 - benchmarking against other towns,
 - identification of local aspirations and action plans for enabling improvement.

Strategies may be developed by your council, or by a consultant/specialist and could include/respond to, but are not limited to, the following priorities: -

- Town Centre Branding,
- Shop Front Design Policy,
- Green Infrastructure,
- Tree and/or Planting Strategy,
- Public Art,
- Public Realm,
- Visitor Experience,
- Travel Trade,
- Tourism,
- Events,
- Food & Drink,
- Night-time Economy,
- Destination Marketing,
- Way Finding,
- Town Trails,
- Accessibility,
- Active Travel,
- Safety and Cleaning,
- Workspaces on the High Street,
- Business Skills & Support.

Appendix 2: 25 Priorities for Vitality and Vibrancy

Priority is rated from high to low by both influence and control.
Classification as per colour coding.

Look and Feel
Function
Offer
Changes
Management

Priority	Component Factors
1. Activity	Opening hours; footfall; shopping hours; evening economy.
2. Retail Offer	Retailer offer; retailer representation.
3. Vision & Strategy	Leadership; collaboration; area development strategies.
4. Experience	Centre image; service quality; visitor satisfaction; familiarity; atmosphere.
5. Appearance	Visual appearance; cleanliness; ground floor frontages
6. Place Management	Centre management; shopping centre management; Town Centre Management (TCM); place management; BIDs.
7. Necessities	Car-parking; amenities; general facilities.
8. Anchors	Presence of anchors - which give locations their basic character and signify importance.
9. Non-retail offer	Attractions; entertainment; non-retail offer; leisure offer.
10. Merchandise	Range/Quality of goods; assortments; merchandising.
11. Walking	Walkability; pedestrianisation/flow; cross-shopping; linked trips; connectivity.
12. Place Marketing	Centre marketing; marketing; orientation/flow.
13. Networks & Partnerships with Council	Networking; partnerships; community leadership; retail/tenant trust; tenant/manager relations; strategic alliances; centre empowerment; stakeholder power; engagement.
14. Accessible	Convenience; accessibility.
15. Diversity	Range/quality of shops; tenant mix; tenant variety; availability of alternative formats; store characteristics; comparison/convenience; chain vs independent; supermarket impact; retail diversity; retail choice.
16. Attractiveness	Sales/turnover; place attractiveness; vacancy rates; attractiveness; retail spend; customer/catchment views; Construction of out-of-town centre.
17. Markets	Traditional markets; street trading.
18. Recreational Space	Recreational areas; public space; open space.
19. Barriers to Entry	Barriers to entry; landlords.
20. Safety/Crime	A centre KPI measuring perceptions or actual crime including shoplifting.
21. Adaptability	Retail flexibility; retail fragmentation; flexibility; store/centre design; retail unit size; store development; rents turnover.
22. Liveable	Multi/mono-functional; liveability; personal services; mixed use.
23. Redevelopment Plans	Planning blight; regeneration.

24. Functionality	The degree to which a centre fulfils a role – e.g. Service centre, employment centre, residential centre, tourist centre.
25. Innovation	Opportunities to experiment; retail Innovation.