

Marlborough Town Council



26 November 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, 2 December 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.

PRESENTATION

IMPROVING THE HOUSING CHOICE FOR OLDER PEOPLE IN MARLBOROUGH

Hannah Anderson-Jones of Cavendish Consulting will be presenting plans for the redevelopment of the former Police Station in George Lane by McCarthy Stone

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 11 November 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. Works to Trees**
To consider applications received from Wiltshire Council
- 9. Planning Appeal**
To note a planning appeal
- 10. Highway and Footway Improvements**
 - i) Proposed layout plan for additional parking bays in the High Street
 - ii) Six highway improvement requests at Manton
- 11. Speed Indicator Devices**
To note the most recent data reports and consider the location plan

12. Town Centre Working Party

To receive a verbal update and note a recent press release

13. 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, 11 November 2024 in the Court Room, Marlborough Town Hall at 7pm

PRESENT	Councillor Mervyn Hall	Chair
	Councillor Lisa Farrell	
	Councillor Mark Cooper	
	Councillor Kelvyn Shantry	
	Councillor Susannah O'Brien	
	Councillor Emily Trow	
	Councillor Bethany Kohrt	
	Councillor Caroline Sadler	
	Councillor Abi Beaumont	
	Richard Spencer-Williams	Town Clerk
	Dawn Whitehall	Corporate Services Officer
ALSO		
PRESENT	Neil Goodwin	Marlborough.News

PUBLIC QUESTION TIME

There were no questions.

- 189/24 APOLOGIES**
Apologies for absence had been received from **Councillors Fogg, Ross, Davies, Thomas, Luson** and the **Town Mayor, Cllr Cleasby**
- 190/24 DECLARATIONS**
Councillor Beaumont – agenda item 8a – work to trees – non-pecuniary interest.
- 191/24 CHAIR'S ANNOUNCEMENTS**
There were no announcements.
- 192/24 MINUTES**
RESOLVED: that the minutes of the meeting held 21 October 2024 were approved as a true record and signed by the Chair

193/24 ACTION LOG

Members noted the updated action log. Comments included:

#151 Community Speed Watch – more locations had now been agreed with Wiltshire Police. The day after the Police and Crime Commissioner had attended Full Council (4 November) Police enforcement operations had taken place in Kingsbury Street.

#219 High Street Lighting – **Councillor Trow** noted in addition to those premises already documented, a new illuminated sign at Nationwide was on 24/7. **Councillor Farrell** also highlighted a new shop near St Peters with inappropriate signage, believing there had not been a planning application for it. The **Town Clerk** reminded any Members that any questions about planning compliance could be raised with him directly to follow up with Wiltshire Council, and he would bring anything found to be in breach of regulations to the Committee to consider whether to pursue further action.

194/24 PLANNING DECISIONS

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

195/24 PLANNING APPLICATIONS

a) **PL/2024/09308** – proposed garden grill and covered terrace with raised brick wall height to boundary at 32 Garside Way, Marlborough for Mr R Meek

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

b) **PL/2024/09452** – first floor extension over existing single storey extension with adjustment to existing extension roof and minor internal alterations at 1 Tennyson Close, Marlborough for Mr & Mrs P Gardiner

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

196/24 WORKS TO TREES

Cllr Beaumont did not vote on the following item

a) **PL/2024/09494** – Prunus tree – fell at Ye Halfpennies, 120b High Street, Marlborough for Ms Beaumont

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

b) **PL/2024/09699** – Magnolia (T1) – reduce and shape crown by 2/3m to clear away from buildings. Birch x 2 (T2) – reduce crowns by 4/5m at 4 School Lane, Manton for Mr Whiting

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

c) **PL/2024/09437** – Ash tree – reduce to a ten foot monolith (Ash Die Back) at Recreation Ground, Bridge Street, Manton for Marlborough Town Council
Members noted this application

197/24 PLANNING APPEAL

Members noted that the Inspector had allowed appeals against refusal for applications to partially rebuild a rear extension at Yew Tree Cottage, 25 High Street, Manton (APP/Y3940/W/24/3347642 Ref PL/2024/00933 and APP/Y3940/Y/24/3347641 Listed Building Ref PL/2024/01187)

198/24 HIGHWAY AND FOOTWAY IMPROVEMENTS (LHFIG)

RESOLVED: that Marlborough Town Council supports a Highways Improvement Request for safety improvements at Footpath MARL24 between 82 and 80 Five Stiles Road to be submitted to the Wiltshire Council Area Board LHFIG for consideration

199/24 SPEED INDICATOR DEVICES (SID)

Members noted the most recent SID data collected at A4 Bath Road (2-15 October) and George Lane (16-30 October). It was hoped the data for George Lane would strengthen the Town Council's request that Wiltshire Council reconsider its decision that a 20MPH zone is not suitable for George Lane.

200/24 BRIEFING NOTE

Members noted Wiltshire Council Briefing Note 24-19 and that the Substantive Highways Scheme fund would again be available for 2025/26, and that Area Boards need to submit eligible bids by Friday, 13 December 2024. The **Chair** noted that Marlborough had been successful in obtaining funds through this scheme for the 5-point safety plan at A4 Manton. Any future submissions would need to have been reviewed by LHFIG and be fully costed prior to submission.

201/24 TOWN CENTRE WORKING PARTY

Councillor Shantry provided a verbal update:

- New visitor finger post signage was still expected 'soon' – installation had been delayed due to an error in measurement of some signs by the manufacturer
- Designs for Welcome to Marlborough gateway signs had been agreed and it was hoped these would be installed in January
- A press release had been issued on 7 November providing an update on actions taken in response to comments made by residents in a Town Centre survey conducted in 2022
- The Working Party was close to completing a written brief related to the application for Wiltshire Towns Programme grant funds for the next two years, to be used to commission an expert vision to propose improvements to the town centre to enhance the pedestrian experience

202/24 FINANCE AND BUDGET

Members noted the Planning finance report at month 6 and considered proposed budget requirements for 2025-26, with no increase to the 2024-25 budget:

Highways	£1,000
Street Furniture	£2,000
LHFIG	£7,500

RESOLVED: that the proposed budget requirements for 2025/26 be submitted to the annual budgeting process

203/24 TEMPORARY ROAD CLOSURES

Members noted that Wiltshire Council had issued Orders for the temporary closure of:

- a) A4 (part) High Street, C18 Kingsbury Street (part) and A4 (part) New Road between 16:00-21:00 on Friday 29 November 2024 to ensure public safety at the Christmas Lights Switch On Event
- b) UC 156801 (part) Preshute between 09:30-15:30 on 8 January 2025 to enable Openreach safe access to cover and manholes

The meeting closed at 7.27 pm

ITEM 5 ACTION LOG

Min #	Assigned to	Status & Date	Notes
#5 HIGH STREET CROSSING PETITION			
169/21	Town Clerk	In progress 31/08/21	<p>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.</p> <p>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.</p> <p>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.</p> <p>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).</p> <p>14.2.23 Plan received from WC Highways on 14.2.23, on agenda 27.2.23 for MTC Planning Committee consideration.</p> <p>27.2.23 Scheme deemed not appropriate/suitable by Planning Committee; referred to Town centre Working Party.</p>

Min #	Assigned to	Status & Date	Notes
#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. 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 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>

Min #	Assigned to	Status & Date	Notes
			<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; 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 Club entrance. Plus, existing; Kingsbury St, Oxford St, St Martins, High St, New Rd.</p> <p>4.7.23 WC Highways emailed adding request for Hyde Lane/Cross Lane/Back Lane/St Johns Close</p> <p>22.7.24 Report received; on the agenda for the Planning Committee 29.7.24.</p> <p>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</p>
#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

Min #	Assigned to	Status & Date	Notes
#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 Proposal received from WC on 11.11.24. On agenda 02.12.24
#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
#254 ADD TRAFFIC STUDY REPORT TO WEBSITE			
226/24	Corporate Services Officer	Complete 21/10/24	Added as a news item and to permanent highways page on 23 October 2024
#255 POSITION SID TO FLASH AT OUTGOING TRAFFIC 40MPH ZONE BATH ROAD			
229/24	Deputy Town Clerk	Complete 21/10/24	Added to SID rota

ITEM 6 PLANNING DECISIONS

To note the planning applications that have been determined by Wiltshire Council between 4-24 November 2024:

- a) **PL/2024/07681** – 5 Clarendon Court, Marlborough
T1 Hornbeam – Crown reduce by 1-2 metres for tidiness and to give clearance from car bay and access road. T2, T3, T4 Magnolia – Crown reduce by 1 metre on top, 0.5 metre on side to keep at an appropriate size for situation and allow more light into windows of adjacent properties
Decision: No objection **MTC:** Not considered (time expired)

- b) **PL/2024/07713** – The Priory, High Street, Marlborough
Remove existing timber fence, erect new masonry bin store and the provision of two additional parking spaces
Decision: Approve with conditions **MTC:** No objection

- c) **PL/2024/08793** – 13 Five Stiles Road, Marlborough
Single storey rear flat roof extension, new raised flat roof to existing garage and associated

internal alterations

Decision: Approve with conditions **MTC:** No objection subject to the satisfaction of the Highways Officer regarding off-road parking arrangements

Officer delegated report: "...Highways: The proposal does not involve any changes to the access or number of bedrooms on site, but it does involve the loss of one garage parking space. Highways has been consulted on the application and have responded with objections to the scheme, requesting two off street parking spaces be provided on the site. Two spaces have been shown on the plans and are currently in use but these do not comply with the minimum space requirements. It is noted that there is on street parking available in front of the property that is not restricted and therefore due to the fallback position being that the proposed development is permitted development it is not considered appropriate to refuse the application on highways grounds.

d) PL/2024/07740 – 10 Kingsbury Street, Marlborough

Proposed solar array on the side/rear of the detached single storey carport & workshop

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

e) PL/2024/08757 – Virginia Cottage, 9 Bath Road, Marlborough

Conversion of existing storage area to habitable space with partial removal of an exterior wall and replacement side door

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

f) PL/2024/09437 – Recreation Ground, Bridge Street, Manton

Ash tree – Reduce to a ten feet monolith (Ash dieback)

Decision: No objection **MTC:** Noted

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 2 December if they feel any of the following applications need full discussion at the meeting.

a) [PL/2024/09522](#) – Consent to display an advertisement

Installation of non-illuminated fascia sign to shop frontage at Marlborough Pets, 5 London Road for Tina Kelly

b) [PL/2024/09519](#) – Listed building consent (Alt/Ext)

Installation of a circular sign to front elevation at Marlborough Pets, 5 London Road, Marlborough for Tina Kelly

c) [PL/2024/09712](#) – Full planning permission

Installation of Air Source Heat Pumps, replacement Double Glazed Windows, replacement Insulated Doors and Ventilation at Numbers 5, 14, 23, 35, 38, 51, 61, 63, 64, 66, 67, 71, 73, 75, 76, 80, 92, 93, 98, 101, 102, 104 & 106, Rabley Wood View, Marlborough for Mr Adam

Masters, Stonewater Limited

- d) [PL/2024/09914](#) – Full planning permission
Installation of replacement windows, doors and ventilation to match existing at 23, 108, 110, 111 Rabley Wood View, Marlborough for Mr Adam Masters, Stonewater Limited
- e) [PL/2024/10325](#) – Householder planning permission
Two storey rear extension. Single storey front extension at 23 Chiminage Close, Marlborough for Mr & Mrs Shaun Whittaker
- f) [PL/2024/10267](#) – Householder planning permission
Installation of air source heat pump at Cedars, Kingsbury Street, Marlborough for Mr Adrian Woodford
- g) [PL/2024/10398](#) – Householder planning permission
Installation of an air-source heat pump at 45 Vespasian Road, Marlborough for Richard Braithwaite

ITEM 8

WORKS TO TREES

To consider applications received from Wiltshire Council. Councillors and members of the public should contact the Town Clerk by midday on 2 December if they feel any of the following applications need full discussion at the meeting.

- a) [PL/2024/10463](#) – Consent under Tree Preservation Orders
8 x Lawsonia trees – reduce by 30%-50% at The Red House, Cardigan Road, Marlborough for Mr Clark (*plan from TPO at Appendix 1 as this document was not available online at the time of preparing the agenda*)
- b) [PL/2024/10566](#) – Notification of proposed works to trees in a conservation area
(1) – Goat Willow tree – reduce by 50% to a pollard at Peppercorn Cottage, 1 High Street, Manton for Ms Barnes

To note an appeal against Planning Refusal



25 November 2024

Development Services

Wiltshire

Council Tel:

0300 456 0114

www.wiltshire.gov.uk

ov.uk

PlanningAppeals@wiltshire.gov.uk

[v.uk](http://www.wiltshire.gov.uk)

Dear Sir/Madam,

**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED) -
PLANNING APPEAL AGAINST REFUSAL OF A HOUSEHOLDER APPLICATION**

APPELLANTS NAME:	Ms Felicity Simpson
APPEAL SITE:	D Arenberg House, Chandlers Yard, High Street, Marlborough, Wilts, SN8 1HT
PLANNING APPLICATION REF:	PL/2024/02829
PROPOSED DEVELOPMENT:	Erection of open sided veranda attached to house to provide shelter for existing patio and provision of domestic outdoor secure cat pen. (Retrospective)
INSPECTORATE REFERENCE:	APP/Y3940/D/24/3352664
APPEAL START DATE:	22 November 2024

I am writing to let you know that an appeal has been made to the Planning Inspectorate in respect of the above site.

The appeal is Against a Refusal in respect of the above site, and is to be decided on the basis of Householder procedure set out in Part 1 of the Town and Country Planning (Appeals) (Written Representations Procedure) (England) Regulations 2009.

As this appeal is proceeding under the Householder Appeals Service, there is no opportunity for you to submit further comments. We will however forward copies of all representations made to us in relation to the application, before it was determined, on to the Planning Inspectorate and the appellant. The Inspector appointed by the Secretary of State will consider these representations when determining the appeal.

You have a right to withdraw any representations you made so that they are not taken into consideration by the Inspector. If you wish to do so you should make this request to the Planning

Inspectorate within 4 weeks of the appeal's starting date using the online facility at <https://acp.planninginspectorate.gov.uk>. If you do not have access to the internet, you can send your comments to The Planning Inspectorate, Temple Quay House, 2 The Square, Bristol BS1 6PN.

Documents relating to the appeal(s) can be viewed on the Council website by searching the application reference at <https://development.wiltshire.gov.uk/pr/s/>

The Planning Inspectorate aims to deal with appeals which follow the procedure described above within 8 weeks of the appeal starting date. The Planning Inspectorate will publish copies of appeal decisions on the Planning Portal website at www.planningportal.gov.uk/pes.

Yours faithfully

Head of Development Management

Considerations

Marlborough Town Council [objected](#) to this application on the grounds that this is a retrospective application, with due process not being followed, and that it considers this to be an overdevelopment.

Although unable to submit further comments, Members could withdraw previous representations if desired.

Recommendation

It is recommended that Members note this appeal.

Town Clerk 25.11.2024

ITEM 10 HIGHWAY AND FOOTWAY IMPROVEMENTS

To consider requests and whether to support their submission to Wiltshire Council (WC) Area Board Local Highway and Footway Improvements Group (LHFIG).

a) Proposed additional parking spaces in the High Street

To consider a proposed plan for additional 30-minute free parking spaces in Marlborough High Street.

Background

At the Planning Committee meeting held 25 September 2023 ([Min. 228/23](#)) Members considered a Highways Improvement Request (HIR) for improvements to on-street parking at the north east of Marlborough High Street. Discussion points included:

- Support for altering the section of single-yellow line parallel parking adjacent to Superdrug (135 High Street) to be replaced by an extension of the echelon/pitched parking bays

- There was no support for altering the section between the bus stop and Nationwide Building Society (130 High Street)
- Whether there was scope to incorporate an early-morning loading bay to discourage lorries parking in the narrow stretch of the High Street between Costa Coffee (143 High Street) and the Town Hall

And **RESOLVED:** to submit a HIR to LHFIG to consider extending the free short-stay echelon/pitched parking bays to the east of the existing section of Marlborough High Street, near 135 High Street.

The request was submitted to LHFIG on 2 October 2023 (*Action Log. Ref 184*)

Considerations

A proposed design has been received from Wiltshire Council Highways.

- The disabled bay has been repositioned adjacent to the dropped kerb (see plan at Appendix 2)
- Consideration should be given to where large vehicles will stop for loading if the loading bay is removed, and the possible impact on traffic (see photograph at Appendix 2)

b) Highways Improvements at Manton

To consider six requests received from the Manton Residents' Association

Highways Improvement Request Form

Contact Details

Name:	Manton Residents' Association (Peter Morgan, Chair)	Date:	28/10/2024
Address:			
Telephone No:	REDACTED		
Email Address:	REDACTED		

Introduction and Request #1 – 20MPH

Location of Issue:	Manton
Community Area:	Marlborough
Parish or Town Council:	Marlborough Town Council

Nature of Issue: The Manton Plan: An introduction

In the past 6 months, Manton Residents Association (MRA) has been discussing the function, benefits and shortcomings of the village's highways infrastructure. The objective has been to produce a **Manton Plan** that will guide modernisation of the key road network, car parking, footpaths and lighting, enhance the community's safety and amenity and allow the village to prosper in the years ahead.

A combination of factors has accelerated the need for this Plan. For many years, Manton has been a regional hub for internationally respected equestrian sports and is a vital component of Wiltshire's thriving farm businesses – both sectors growing and providing essential employment for local people. In the past 10 years, the population of Manton's size has increased and the number of cars per household has also increased. Today, the village numbers 370 individuals on the electoral register, living in 213 homes. Many households have to park their cars on-street. The village school, Preshute Primary, which in the 1990s counted only some 60 pupils, today numbers over 200. The school's popularity is not least because of an Ofsted Outstanding rating and very significant recent investment by Wiltshire Council. The school is the beating heart of the village. However, there is no off-street parking for staff. Manton meanwhile has also become something of a tourist hub – the popular Oddfellows pub being a focus for those exploring the Manton and Clatford Downs (part of the North Wessex Downs National Landscape) and the Avebury World Heritage Area.

This evolution has brought with it growing pains. This applies particularly to the traffic flow, the on-street parked vehicles, safety issues resulting from the village's popularity with cyclists and walkers and in term times, congestion due to parents dropping or collecting children. The High Street can, at times, become blocked by unhelpful parking and it is not unusual for the scheduled bus service, farm vehicles or delivery trucks to be unable to get through gaps in parked cars. There are serious concerns about access for ambulances and fire appliances.

During March/April 2024, MRA conducted a survey with Manton residents (including those in Downs Lane and Manton Hollow) to establish what were the perceptions of the most important Highways concerns. We have also spoken to the School senior staff, the Fire Service and the bus operator to gain an understanding of the issues and access requirements for the various types of appliances/vehicles now in service. After further review by the village, discussion by the MRA Committee and a village walk around with the MTC Town Clerk to ensure MRA presented these issues correctly, a group of HIRs is being proposed, under the project title '**The Manton Plan**'.

The first **Manton Plan** HIF is listed here and covers highways improvement, with the subsequent 6 HIFs covering the other issues.

How long has it been an issue?	At least 20 years
---------------------------------------	-------------------

What would you like done to resolve this issue?

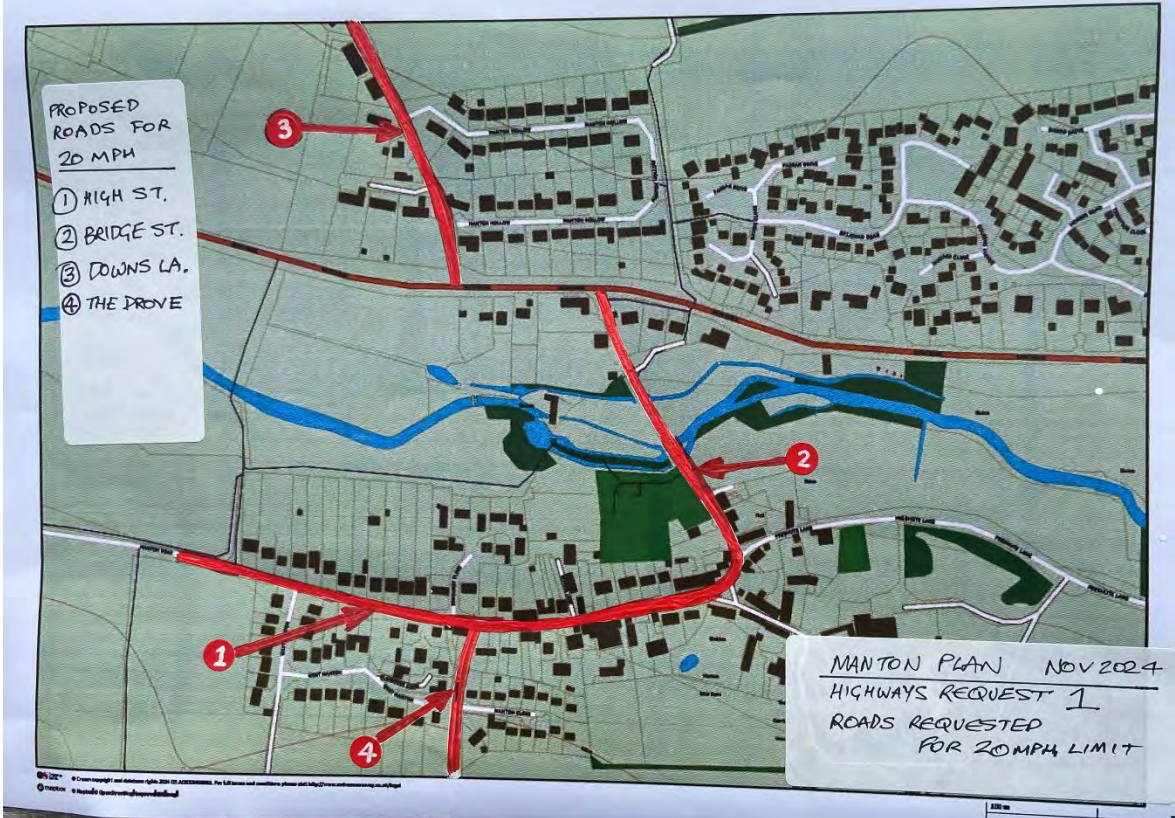
Manton Plan Item 1: Introduce 20mph speed limit

There are serious concerns for the safety of residents, visitors and school children at the speeds of some vehicles and cyclists on the main roads of central Manton and Downs Lane.

The request is for consideration of a 20mph speed limit to be introduced on the following streets (see map)

1. Bridge St (from intersection with A4 Bath Rd to junction with east end of High St.)
2. High St (from east end at Bridge St to village boundary signs on Clatford Rd.)
3. Downs Lane (from junction with A4 Bath Rd north to 2-300m beyond last house, or an extent to be advised).
4. Manton Drove (from approx. 2-300m south of last house to junction with High St. or an extent to be advised).

MRA request that a representative is present at all levels of discussion on these issues.



Have you been in touch with your local Wiltshire Councillor?
(Yes/No)

Yes

Request #2 - Congestion Issues

Location of Issue:	Manton
Community Area:	Marlborough
Parish or Town Council:	MTC

Nature of Issue: Item 2 of Manton Plan: Congestion issues

This issue addresses traffic flow on the principal roads through Manton village. Firstly, there is a major congestion point as a result of the single track bridge over the River Kennet in Bridge St. At present, vehicles of any size face up to each other without any defined priority to get through the small gaps. This results in vehicles sometimes attempting to drive over kerbing and the pedestrian footpath. There is also a pedestrian safety concern because the entrance to the Jubilee Field is at the immediate southern end of the bridge.



Single carriageway road at Kennet bridge

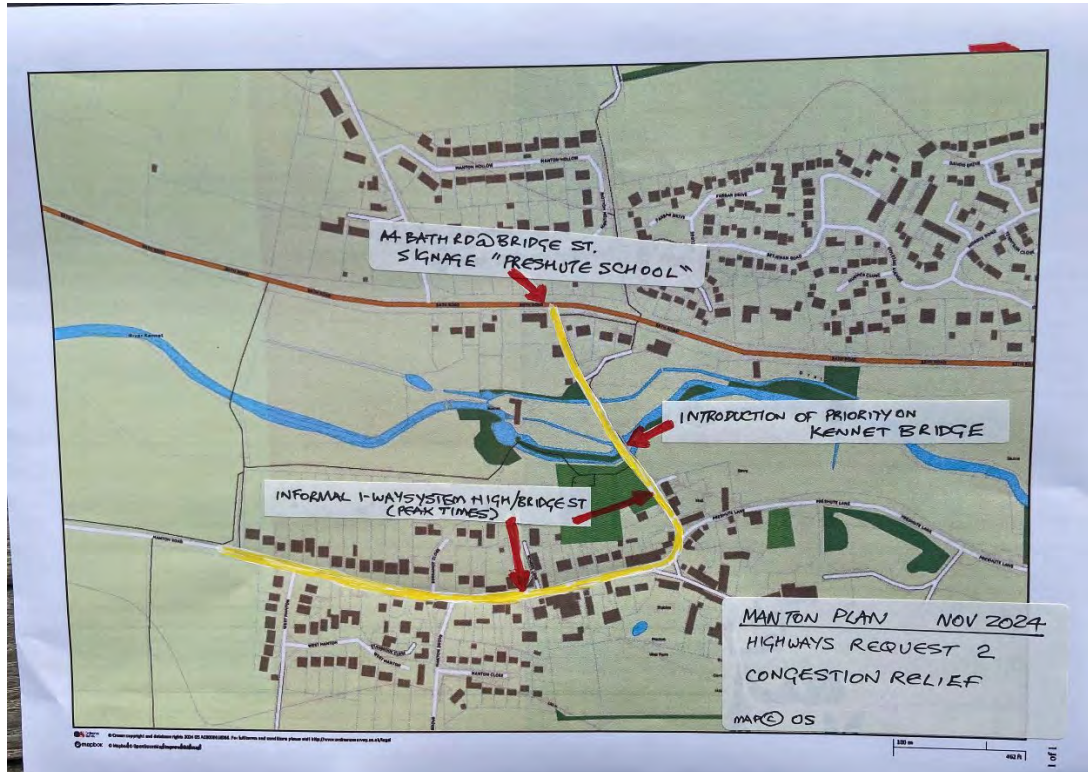
Secondly, and particularly at school start and finish times, there is regular (daily) congestion on Bridge St and the High St from two-way traffic. The school has been advising parents to adopt an unofficial one-way system (clockwise) that exits the village along the Clatford Rd and turn north to the A4 at the Clatford crossroads. This works well, but requires signage so that all road users can be aware of the informal arrangement at peak times.

How long has it been an issue?	More than 20 years
---------------------------------------	--------------------

What would you like done to resolve this issue?

- Manton Plan Item 2: New road priorities and highway signage**
- 1. Introduction of priority direction on Kennet bridge**
To introduce a system whereby traffic (vehicles and cyclists) inbound to the village (travelling south) must halt and give way to traffic leaving the village (travelling north).
 - 2. Introduce One Way system peak time signage**
To facilitate traffic flow in Bridge St/High St/Clatford Rd at school start/close times, introduce signage that notes an *informal* one-way (clockwise) traffic flow through the village at peak times.
 - 3. Bath Road signage**
Position local signage on the A4 Bath Rd at the Bridge St junction indicating the turning for 'Preshute School'.

MRA request that a representative is present at all levels of discussion on these issues.



Have you been in touch with your local Wiltshire Councillor?
(Yes/No)

Yes

Request #3 – Yellow lines

Location of Issue:	Manton
Community Area:	Marlborough
Parish or Town Council:	MTC
Nature of Issue:	

Manton Plan: Inappropriate waiting or parking

This is an issue on certain sections of Bridge St and High St., causing congestion and sometimes street blockage. Wider vehicles such as ambulances, fire appliances, trucks and buses are unable to get through small the resulting gaps.



Pinch point west of School Lane



Entry/exit to the Drove can be blocked by parking on the north side of the High St.

There is regular parking on the north side of the High St in the zone from the turn at Bergamot Close east to approx.. the driveway entrance to No.61 High St. Parking in this zone can cause road blockage by longer, larger vehicles turning into or out of The Drove.

How long has it been an issue?	Since approximately 1995
---------------------------------------	--------------------------

What would you like done to resolve this issue? Manton Plan Item 3

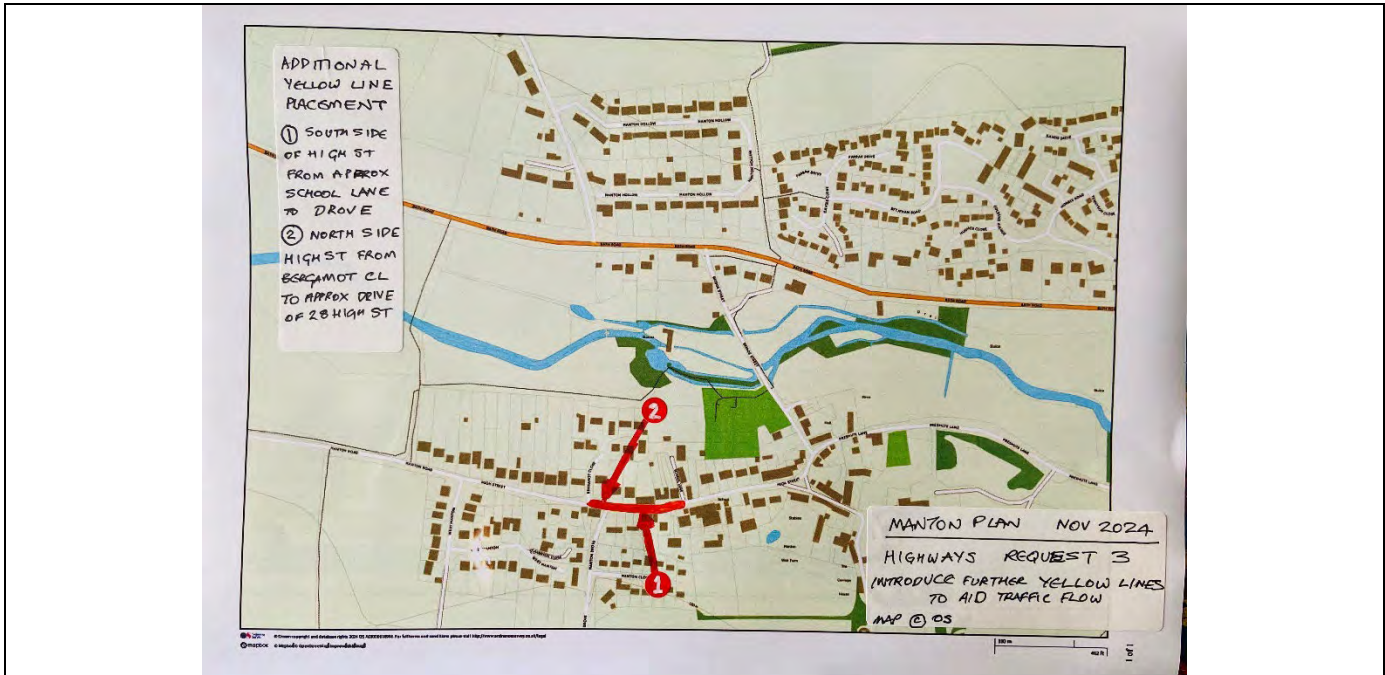
Introduce further limited yellow lineage to aid traffic flow through the village at periods of peak street parking, in the following locations:

3.1 Double yellow lines on the south side of High St from opposite School Lane west to the junction with the Drove.

3.2 The introduction of a short hashed box (no parking) yellow area across the road width in the High St. for a length to be discussed/agreed from west of School Lane for approx. 30-40m to the start of residents' on-street parking on the north side. This would prevent highway blocking to large vehicles, if double yellows insufficient. This implementation requires expert consultation.

3.3 Double yellow lines on the north side of High St from Bergamot Close entry east to the driveway of 28 High St. This is to allow longer/wider vehicles to turn into/out of the Drove.

MRA request that a representative is present at all levels of discussion on these issues



Have you been in touch with your local Wiltshire Councillor?
(Yes/No)

Yes

Request #4 – Street Lighting

Location of Issue:	Manton
Community Area:	Marlborough
Parish or Town Council:	MTC

Nature of Issue: Poorly lit areas on pedestrian routes

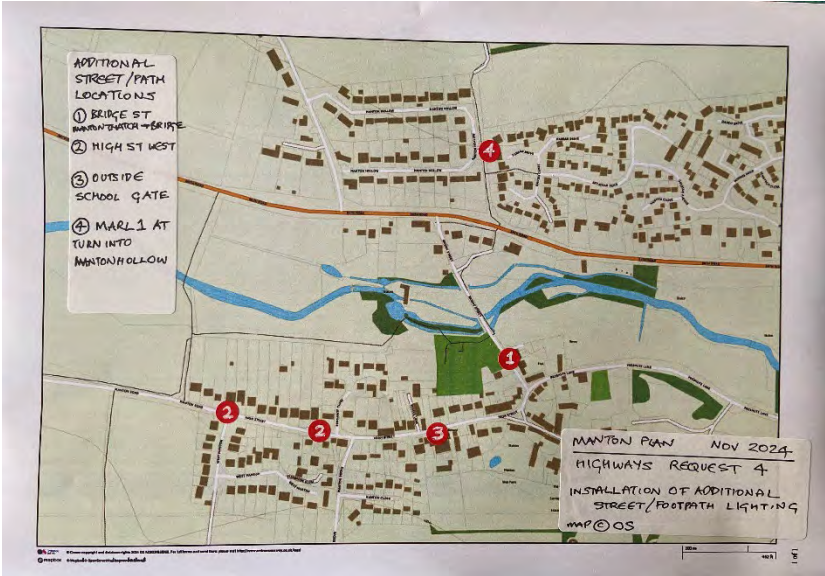
There are several very poorly lit areas in Manton’s streets and footpaths that are on heavily used pedestrian routes to/from the school to the west side of the village, to Manton Hollow/Downs Lane and to Barton Park. Good lighting in these areas is a pedestrian safety issue, particularly for children/parents walking home following after school activities during the winter, as it is very easy on a dark night to slip off an unseen kerb or trip on a poor surface.

How long has it been an issue?	More than 25 years
---------------------------------------	--------------------

What would you like done to resolve this issue?

Manton Plan Item 4 Installation of additional street lighting
MTC Town Clerk's office has already defined a list of defective lights and has reported these to WC for repair.
Even with these repairs, there are still several critical ‘black’ zones that are a risk to the public.

This HIR requests additional street lighting in the following locations:
- Bridge St, in the area approximately by Manton Thatch to the Kennet Bridge.
- High St west of Bergamot Close to West Manton turn.
- High St adjacent to school entrance area.
- North end asphalted MARL1 footpath where it turns into Manton Hollow (adjacent to Grit Bin).



Have you been in touch with your local Wiltshire Councillor? (Yes/No)	Yes
---	-----

Request #5 – Virtual footpath

Location of Issue:	Manton
Community Area:	Marlborough
Parish or Town Council:	MTC

Nature of Issue: Virtual footpath needed

There is currently no pedestrian footpath on the section of High St. between Bergamot Close and West Manton. This section is fully residential, has no street lighting and this section of the High St. is narrow and very busy at all times of the working day.

It is also noted that there is a significant volume of through traffic using the short cut from the Pewsey Rd using Manton Drove or Clatford Bottom (through West Woods) to reach the A4 Bath Rd either at Manton or Clatford.



High St between Bergamot and West Manton

Residents need a safer means of walking from central village amenities such as the school, pub, village hall, etc. to their homes.

How long has it been an issue?	More than 25 years
---------------------------------------	--------------------

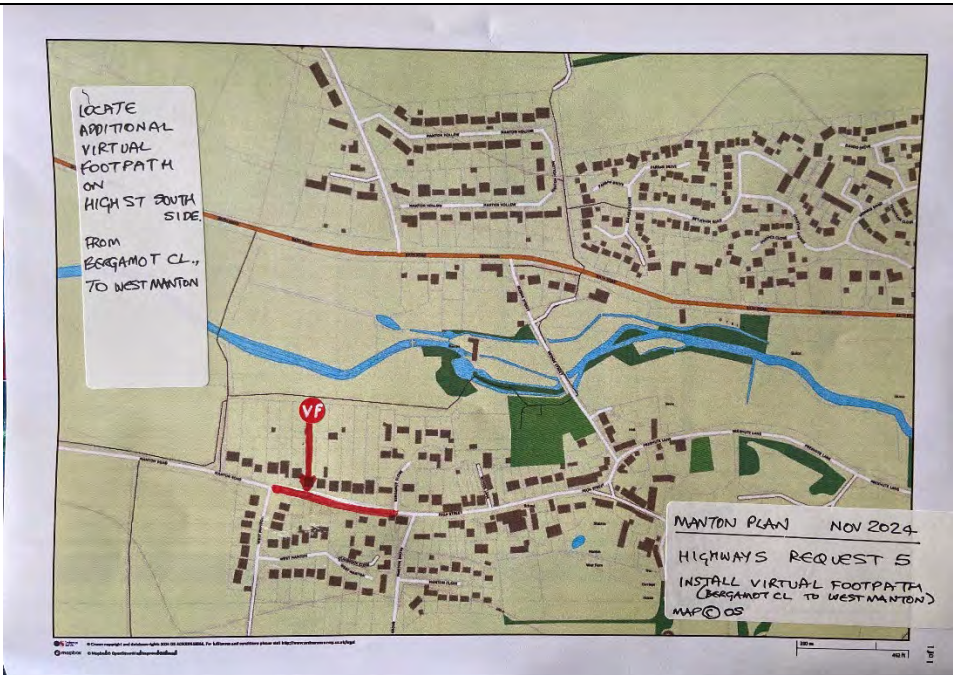
What would you like done to resolve this issue?

Manton Plan Item 5 Additional virtual footpath

Introduce a new virtual footpath on south side of the High St between Bergamot Close and the West Manton turn.

Note: the existing Manton virtual footpath adjacent to Preshute Lane/The Oddfellows pub has been notified to the Town Clerk's office and we believe this has already reported to WC for repair.


MRA request that a representative is present at all levels of discussion on these issues



Have you been in touch with your local Wiltshire Councillor?
(Yes/No)

Yes

Request #6 – Bus stop

Location of Issue:	Manton
Community Area:	Marlborough
Parish or Town Council:	MTC
Nature of Issue: Additional length needed at bus stop	
<p>Preshute Primary School in Manton is served at school start/finish times by a scheduled bus service. The current bus stop road marking (approx. 50m from the school gate) may have been to an earlier spec. (40 yrs +) length and width. At peak times the bus has had difficulty in manoeuvring into the painted box because of cars parked either side. This can lead to the bus itself blocking the street completely.</p>	
How long has it been an issue?	More than 25 years
What would you like done to resolve this issue?	
<p>Manton Bus Stop painted road box lengthened</p> <p>This request is to lengthen the bus stop road painting by approx. 5m eastwards. This would give the bus space to get in and out of the box when there are cars parked either side. The objective would be to facilitate other through traffic in the High St during school in/out periods.</p> <p>This request comes from the School Head & Deputy Head following several issues with the bus access.</p> <p>Points noted here are: There is a private shared driveway to two garages some 5m east of the current rear edge of the bus stop box. The bus stops for little more than 5-10 minutes at drop off or pick up, minimising any inconvenience to residents to two short periods a day during term time. The extended box would also deter parking over these driveways.</p>	
	
Have you been in touch with your local Wiltshire Councillor? (Yes/No)	No

Recommendation

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

Town Clerk 25.11.2024

ITEM 11

SPEED INDICATOR DEVICES (SID)

To note the most recent data downloaded from the Town Council's SID at A4 London Road (31 October to 12 November).

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

The SID is currently located at Kingsbury Street.

Report at Appendix 3

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 25.11.2024

ITEM 12

TOWN CENTRE WORKING PARTY

To receive a verbal update, and to note a recent press release.

Press Release

In 2022 the Town Council ran a survey to ask people what they liked about Marlborough town centre, what would make it even better, how they'd like it to develop and how they would describe Marlborough to a friend. The feedback from the survey was used in many ways, either as specific projects or incorporating ideas into our regular service provision: it formed a direct basis for how the Wiltshire Towns Programme grant money has been spent.

At the Planning Committee meeting held 21 October (*Min. 229/24*) Members received a report about the next stage for the Town Centre Working Party, which is to commission the development of a vision document for Marlborough. The TCWP agreed that, ahead of this work starting, it was important for the Town Council to provide an update to residents on what it has done in response to the 2022 survey to show that we listen, we've delivered and there is a point to people taking the time to share their thoughts once again.

Please see Appendix 4 for a press release issued on 7 November, providing details about how the 2022 survey has informed Town Council projects and services and what's still to come.

Recommendation

Members are asked to note the press release.

Town Clerk 25.11.2024

ITEM 13 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:

Temporary Closure of A345 (Part), Marlborough (TTRO 9981)

Notice is hereby given that Wiltshire Council has made an Order to close temporarily to all traffic:

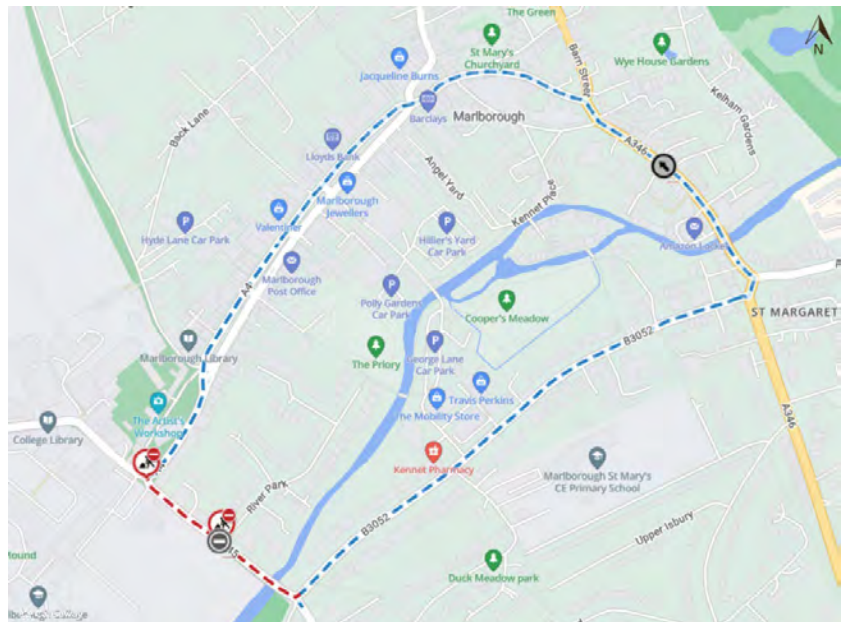
A345 (Pewsey Road) (Part), Marlborough; from its junction with A4 to its junction with George Lane.

To enable: Wiltshire Council to carry out carriageway resurfacing and associated maintenance works.

Alternative route: via George Lane – Salisbury Road – London Road – New Road – High Street and vice versa.

The closure and diversion route will be clearly indicated by traffic signs.

This Order which **previously came into operation on 05 November 2024** will now recommence on **23 January 2025** and the closure will be required between the hours of **19:00 and 23:59 until 28 January 2025**. It is anticipated that the works will take the stated duration to complete depending upon weather conditions. Access will be maintained for residents and businesses where possible, although delays are likely due to the nature of the works. The Order has a maximum duration of 18 months.



For further information please contact Wiltshire Council on 0300 456 0105.

The closure can also be found on one.network here: <https://one.network/?tm=140071540>

FIRST SCHEDULETrees Specified Individually
(encircled in black on the map)

<u>No. on Map</u>	<u>Description</u>	<u>Situation</u>
T1	Hornbeam)	The Red House, Cardigan Road, Marlborough, Wilts. Grid Reference SU 186 693
T2	Birch)	
T3	Copper Beech)	
T4	Birch)	
T5	Birch)	
T6	Copper Beech)	
T7	Hornbeam)	
T8	Hornbeam)	
T9	Hornbeam)	
T10	Norway Maple)	
T11	Variegated Sycamore)	
T12	Sycamore)	

Trees Specified by References to An Area
(within a dotted black line on the map)

NIL

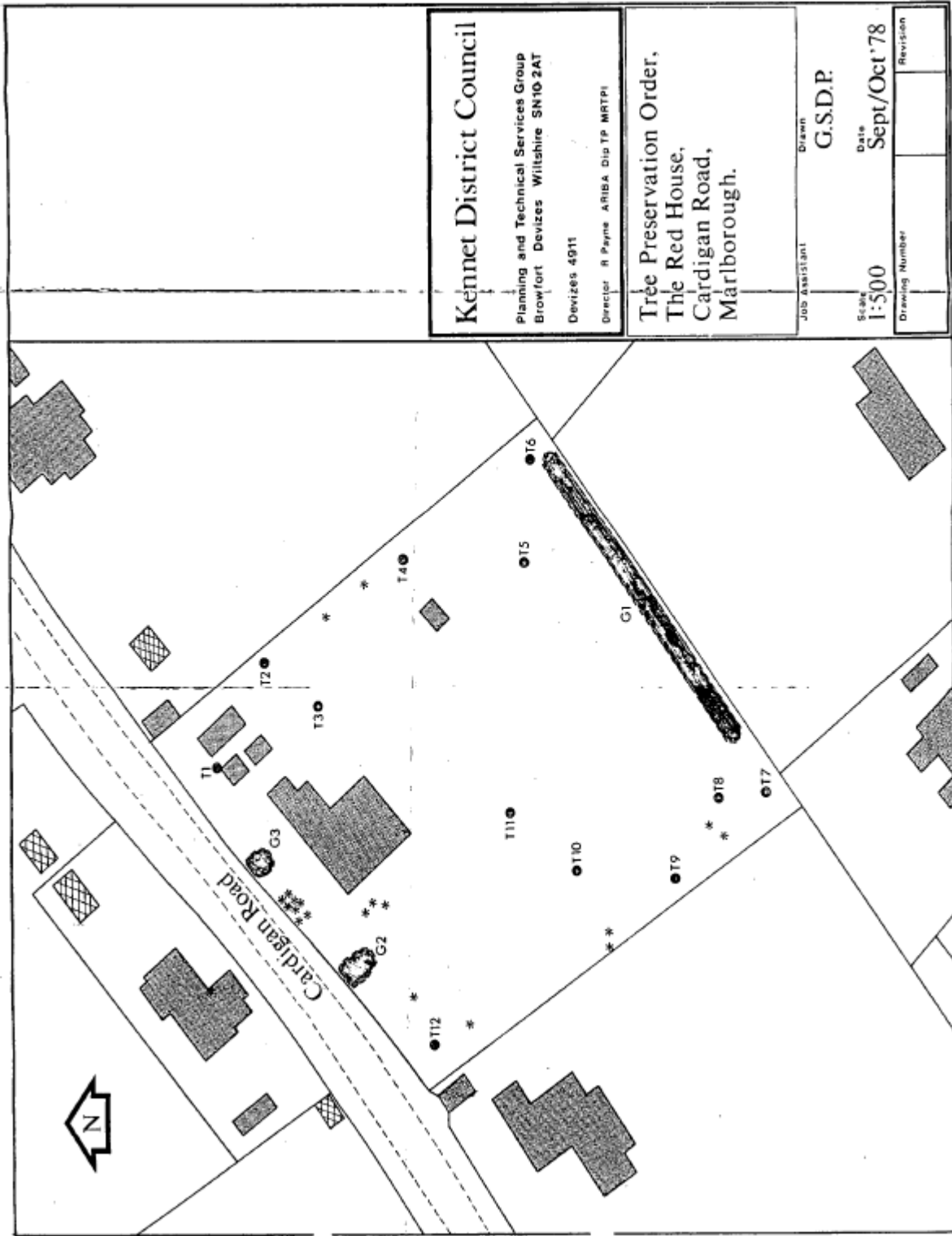
Groups of Trees

(within a broken black line on the map)

G1	Group of nine Black Pine)	The Red House, Cardigan Road, Marlborough, Wilts. Grid Reference SU 186 693
G2	Group of multi-stemmed Lawson Cypress)	
G3	Group of multi-stemmed Lawson Cypress)	

Woodlands

(within a continuous black line on map)







Élan Cité

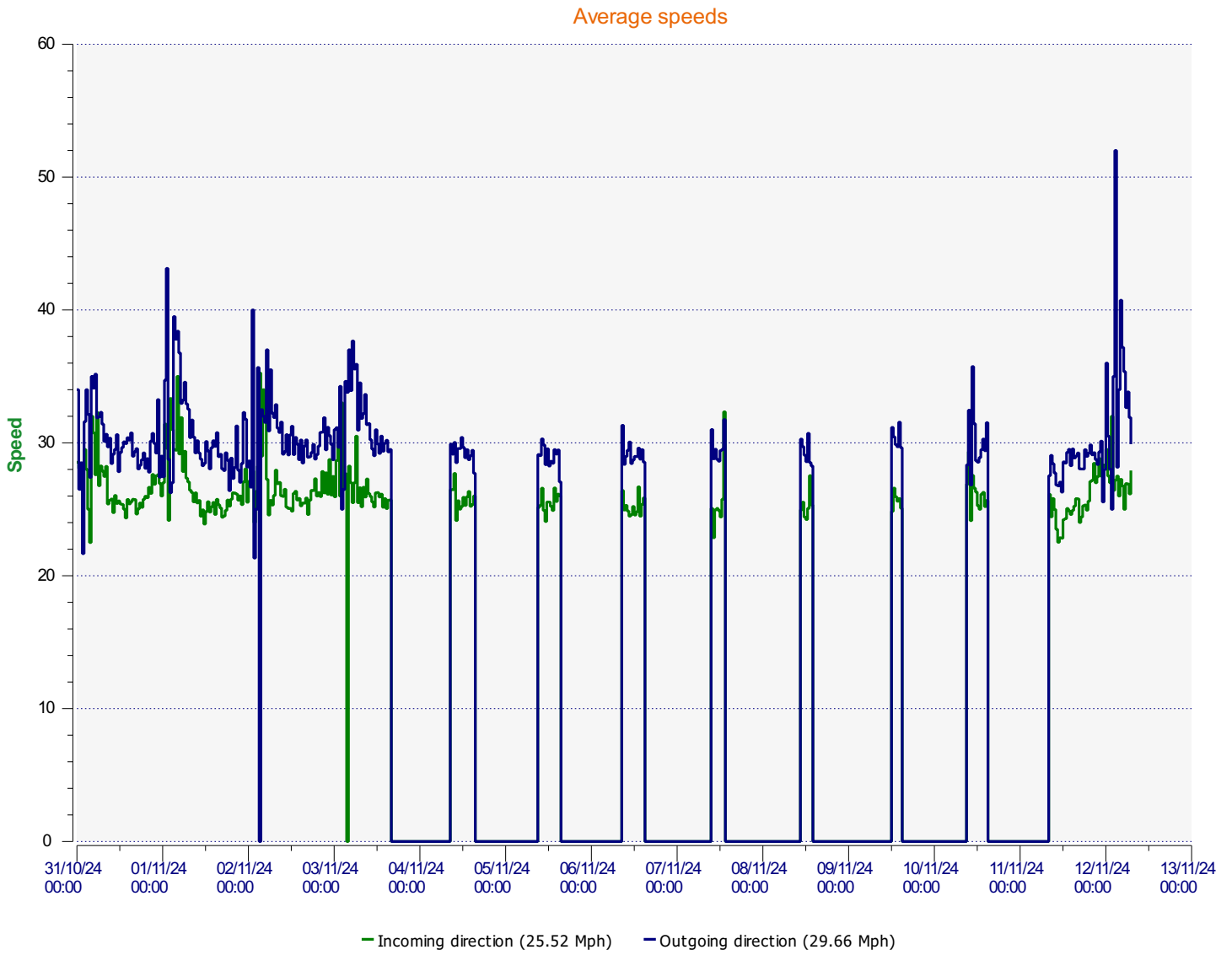
DÉTECTER • INFORMER • SÉCURISER



Start date: Thursday, October 31, 2024 12:00 AM
End date: Tuesday, November 12, 2024 7:00 AM

Location: London Road - 30mph

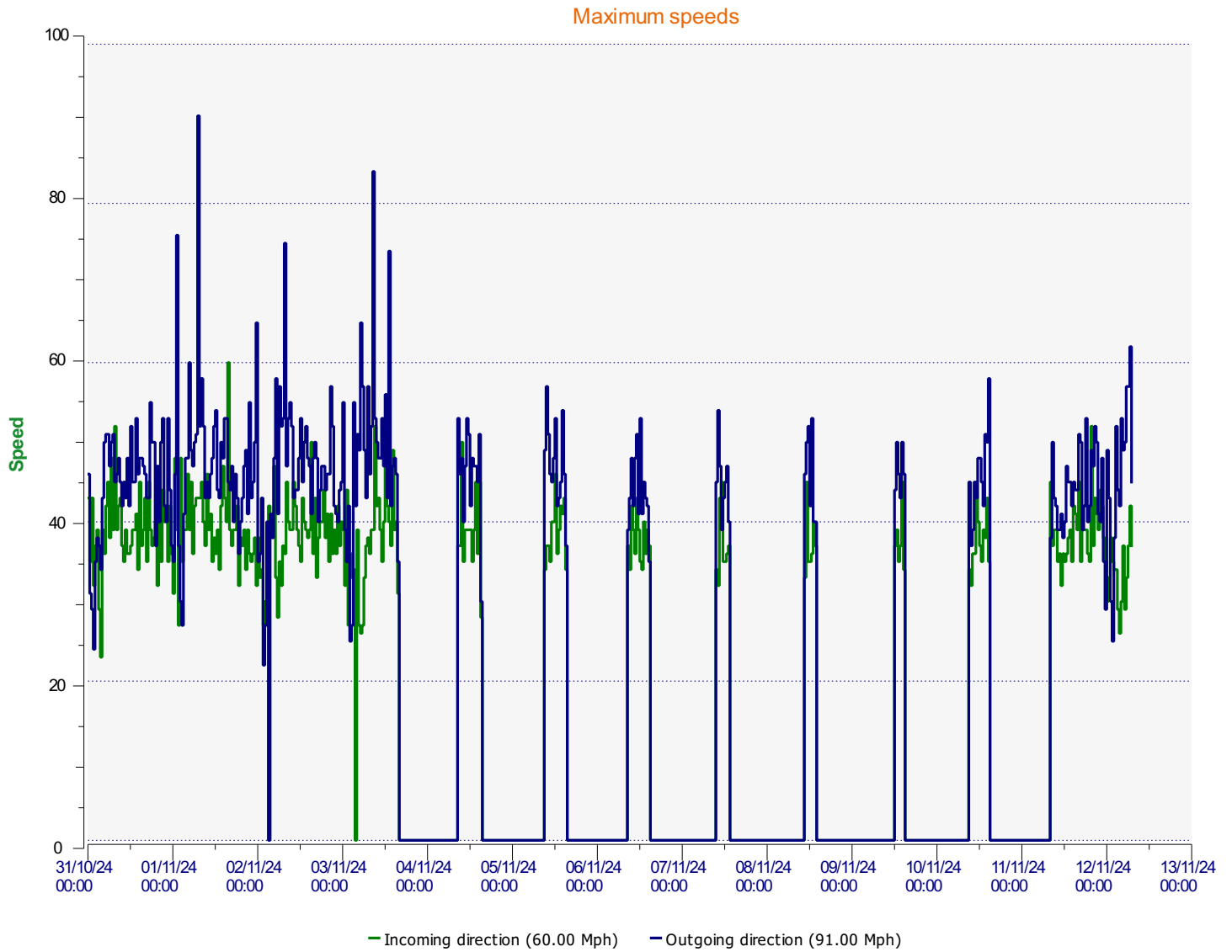
Comments:



Start date: Thursday, October 31, 2024 12:00 AM
End date: Tuesday, November 12, 2024 7:00 AM

Location:

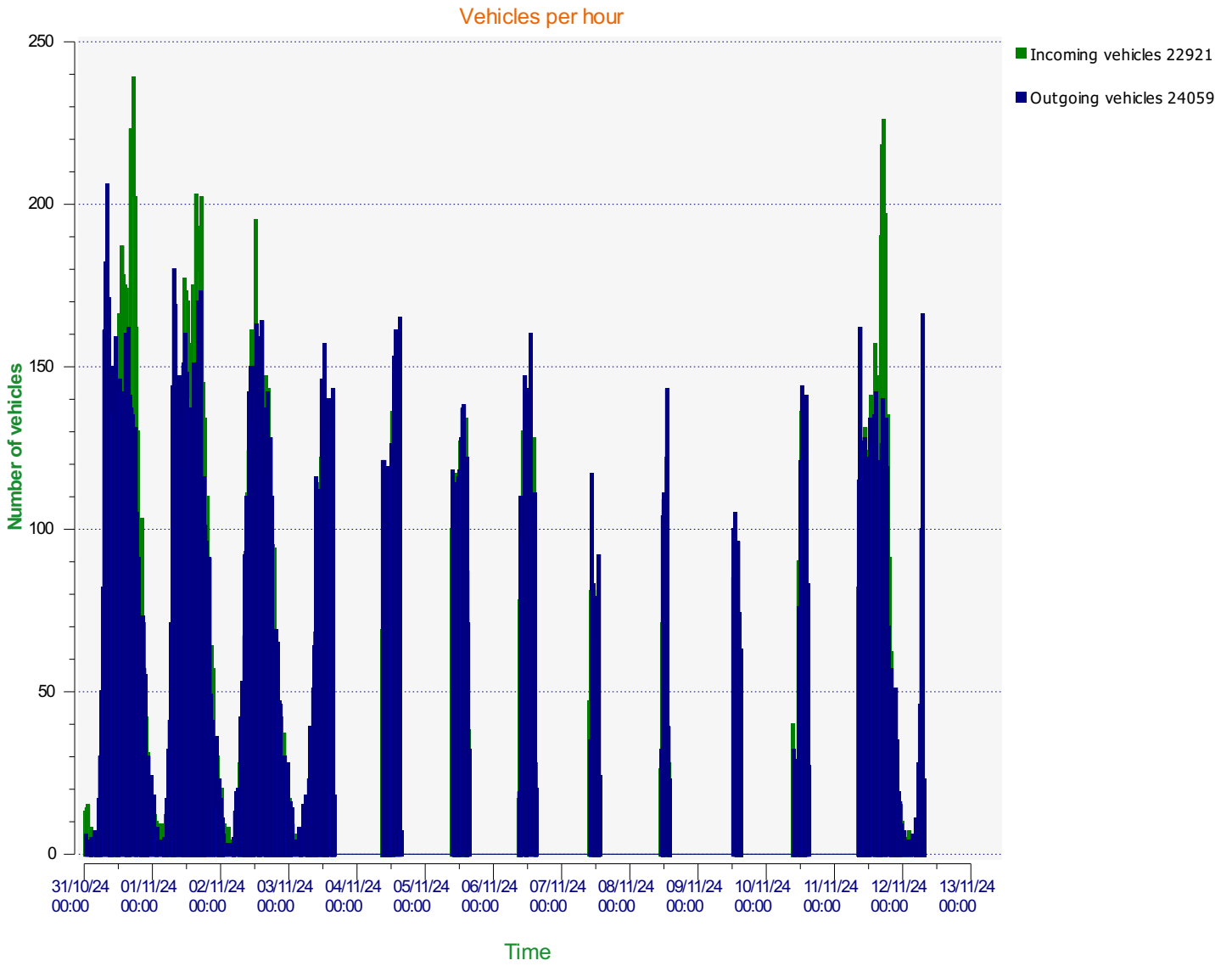
Comments:



Start date: Thursday, October 31, 2024 12:00 AM
End date: Tuesday, November 12, 2024 7:00 AM

Location:

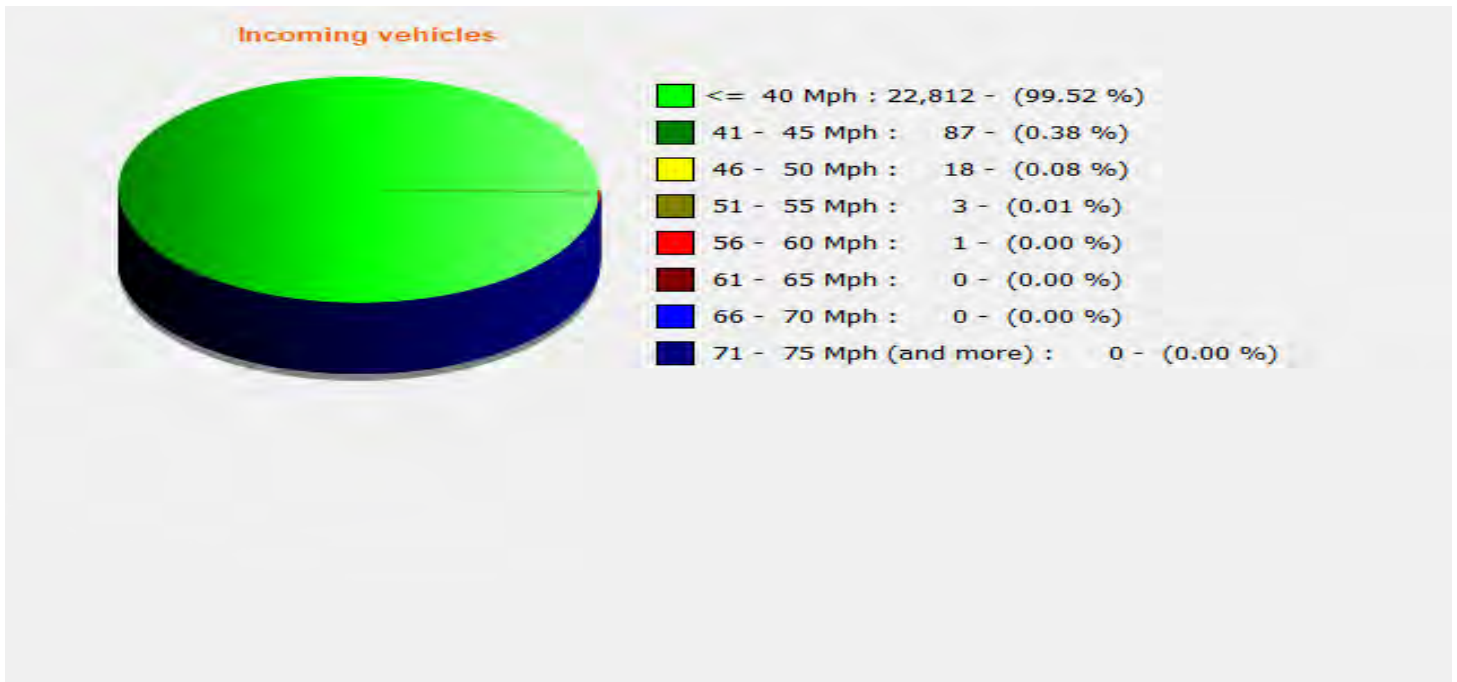
Comments:



Start date: Thursday, October 31, 2024 12:00 AM
End date: Tuesday, November 12, 2024 7:00 AM

Location:

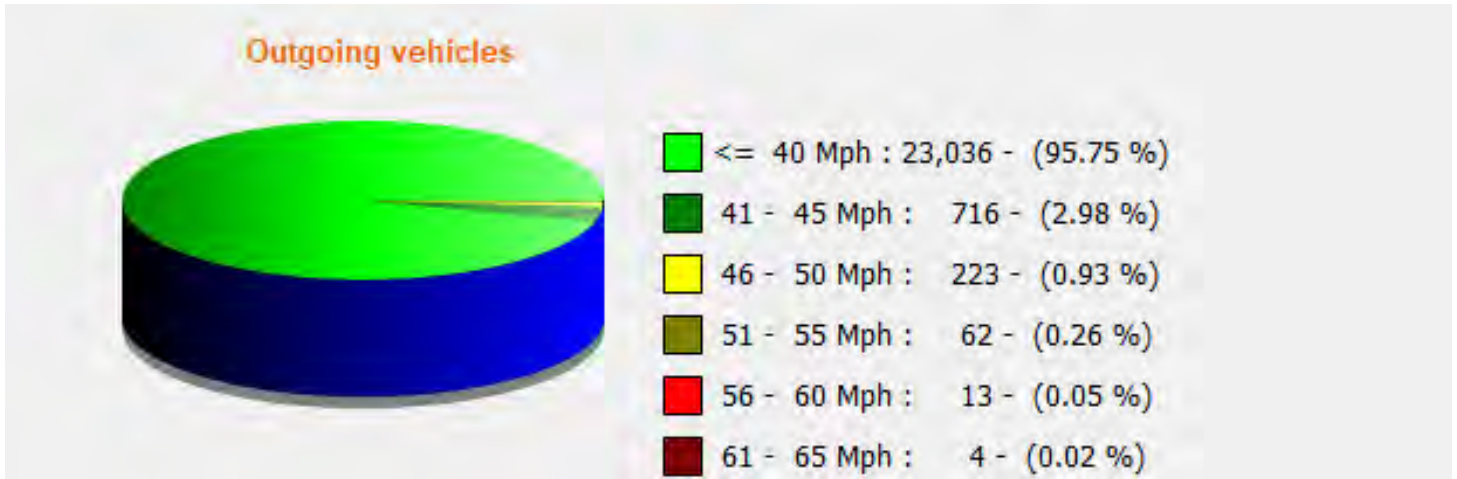
Comments:



Start date: Thursday, October 31, 2024 12:00 AM
End date: Tuesday, November 12, 2024 7:00 AM

Location:

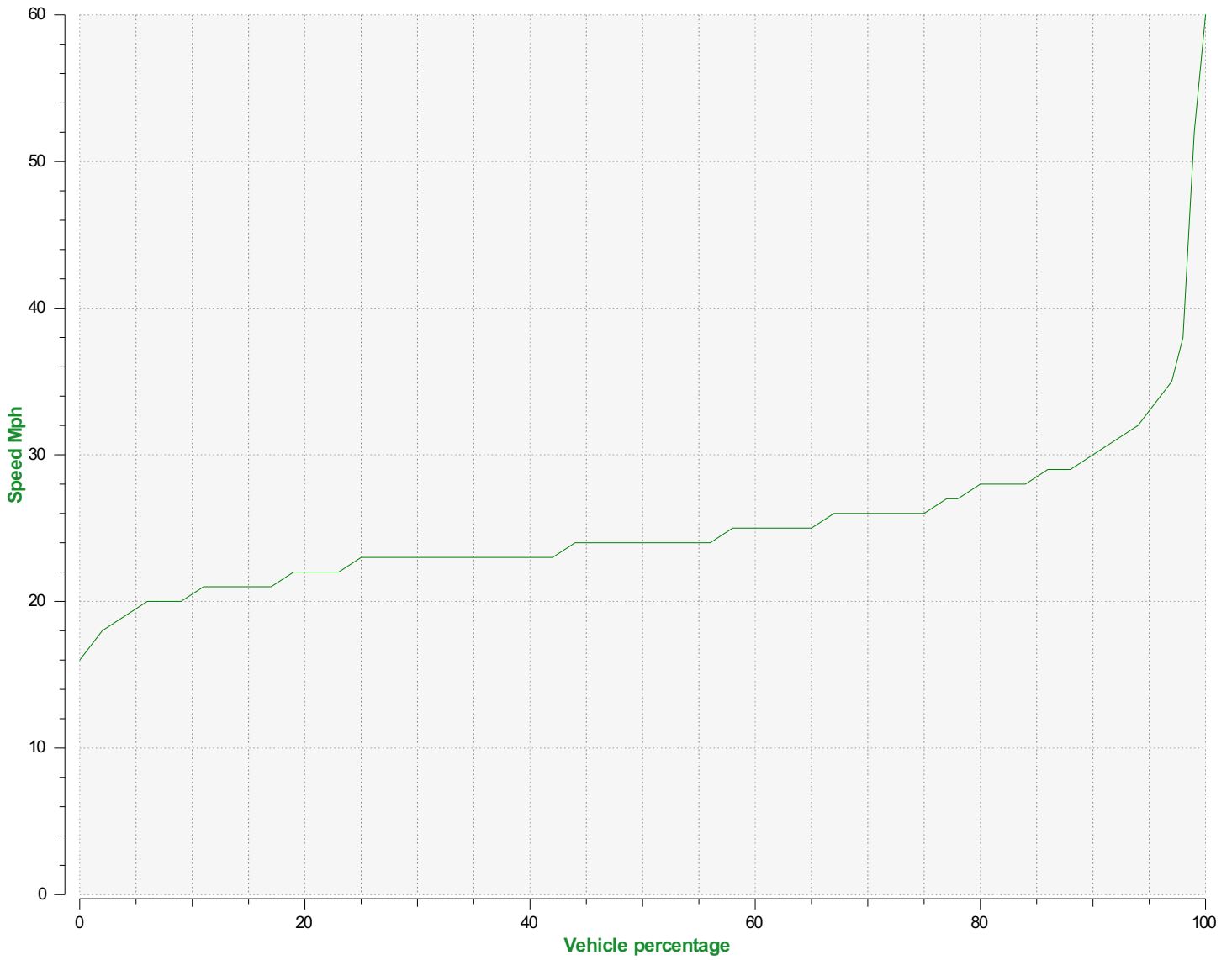
Comments:



Start date: Thursday, October 31, 2024 12:00 AM
End date: Tuesday, November 12, 2024 7:00 AM

Location:

Comments:



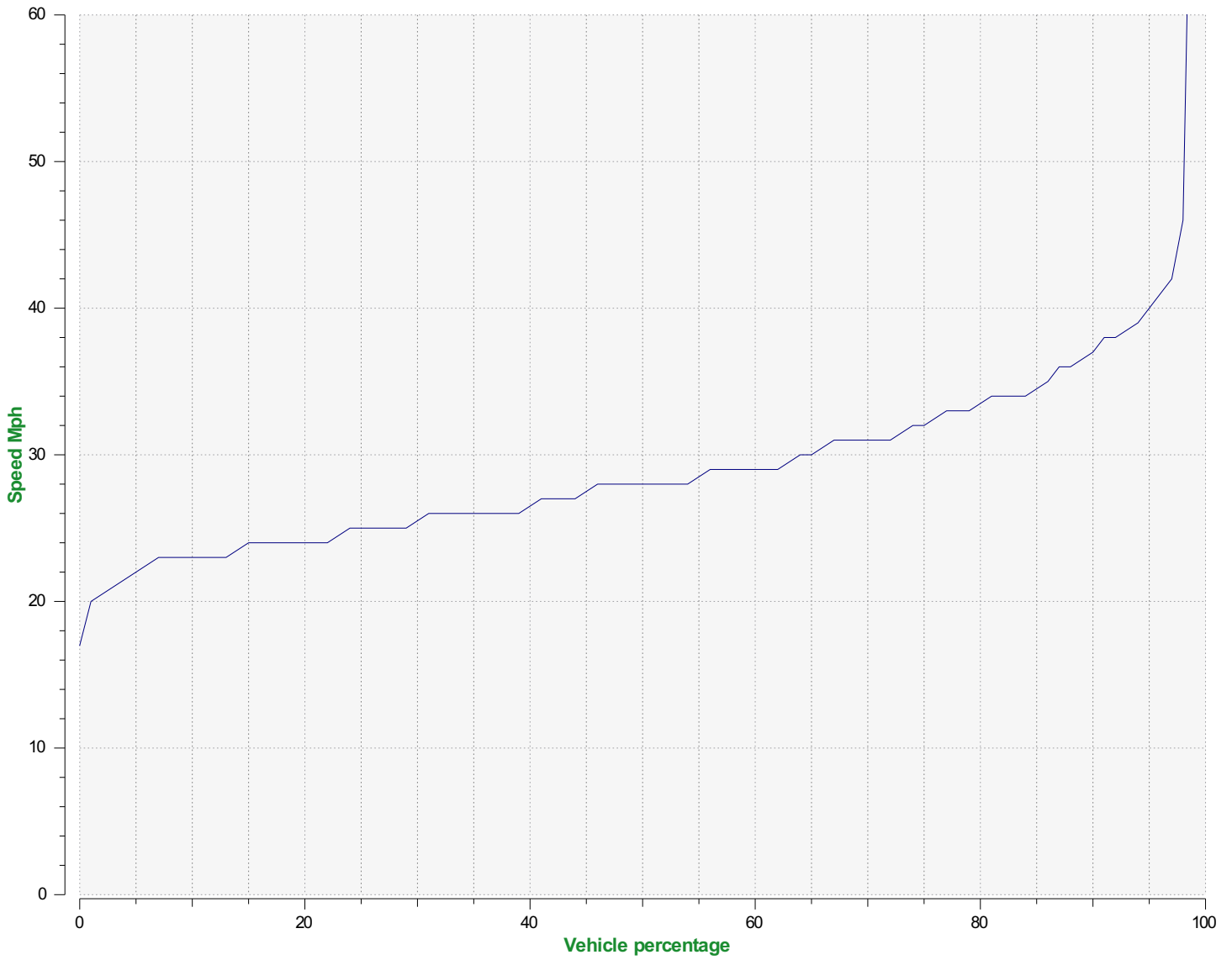
Speed percentiles (incoming)

V30: 23.00Mph **V50:** 24.00Mph **V85:** 28.00Mph

Start date: Thursday, October 31, 2024 12:00 AM
End date: Tuesday, November 12, 2024 7:00 AM

Location:

Comments:



Speed percentile(outgoing)

V30: 25.00Mph **V50:** 28.00Mph **V85:** 34.00Mph

Start date: Thursday, October 31, 2024 12:00 AM
End date: Tuesday, November 12, 2024 7:00 AM

Location:

Comments:

Marlborough Town Council



PRESS RELEASE

7 November 2024

Marlborough: A Friendly, Historic, Beautiful Market Town

Dear Editor

This release provides an update on actions the Town Council has taken in response to a town centre survey conducted in 2022.

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. Press releases were issued at the time (attached).

We used the results of the survey to help shape long term plans for Marlborough, and to identify priorities for residents when we applied for funding available to help make short term improvements from Wiltshire Council's [Wiltshire Towns Programme](#). (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.)

We've provided a detailed update below. If you prefer graphics to text skip to the last 3 pages for a summary in pictures!

What we've delivered

The words that residents used most frequently to describe their town were “*friendly, beautiful, historic*” and “*market*”. This was duly emblazoned across the front cover of a new [Town Guide](#) that we launched in July 2023, and comments from the survey directly shaped the introductory pages.

Street scene

There were a lot of comments about the **street scene** – shabby, missing or downright incorrect finger posts; lack of signposting; not enough seating and generally asking for a spruce-up. Last year we used Wiltshire Towns Programme funding to help us improve the street scene at no cost to our rates-paying residents, with [new planters and seating](#) already added to the town centre and with more to come. We've ordered **new signs**:

- “**Welcome to Marlborough**” signs at all the major approach roads to the town
- **Finger posts** throughout the town centre guiding visitors to car parks, tourist information, visitor attractions, the river, toilets, gardens and more
- A **visitor map and information board** next to the coach park in the George Lane long stay car park (sample mock-up shown below in ‘notes to editors’)

The multiple award-winning Marlborough in Bloom voluntary group came to an end because of the pandemic. Residents have noticed and asked us to bring back the floral displays around the town. See “*What's Next*” below.

River Kennet

Residents recognise that the **River Kennet** is a rare and special chalk stream and asked for more access to it. First, our new finger posts will point to it, making sure visitors to the High Street know that it exists! And, while we can't provide continuous paths due to some of the riverbank being on private land, we have created [nature trails](#) that follow the town-centre parts of the river as much as possible. We continue to add more riverside **seating** at Coopers Meadow, and there will be **picnic tables** coming to Stonebridge Wild River Reserve in the new year too.

Marlborough market

It is very clear both from the survey and from comments received more recently that our residents cherish their twice-weekly markets – after all, what would a market town be without a market? However, since the pandemic we've seen a decline in the number and range of stalls and therefore customers for those stallholders who remain faithful to the town. While the Town Council doesn't run the markets (operated by Wiltshire Council) we have formed a working party to look at ways that we might be able to work together to ensure our markets thrive, and we started by asking customers and stallholders for their thoughts. You can [read the survey results here](#).



Tourism

Survey feedback asked for more visible and accessible tourist information. As well as the town guide, new signage, finger posts, maps and generally making the town centre more appealing by improving the street scene, we've also created new trails, put Marlborough back on the [Great West Way](#) and continue to add Marlborough updates to the [Explore Wiltshire](#) app. Significantly we've also recently taken on an apprentice Information Officer who will be with us for 18 months, providing an extra pair of hands and helping us improve our information offering for both residents and our visitors while learning lots of new skills. See "*you asked we delivered*" (attached) for more information and links.

Environment

Residents asked us to do more in the context of the worldwide climate emergency and threats to nature. We've reduced our own **carbon footprint** by insulating the roof of the Town Hall and swapping out nearly 30-year old gas boilers for a new, efficient heating system. Our Grounds Team has replaced diesel hand-held tools with **electric**. We're extending our workshop at Salisbury Road Recreation Ground with the ultimate ambition that it will have **solar panels** and **EV charger points** for future vehicle upgrades, allowing us to switch to electric as soon as future funding allows. We also provide the power for the EV charger points at George Lane car park.

A **biodiversity audit** has recently concluded and we're working through the recommended options. Among other things, this will see more than 10 areas around the town sown with **wildflowers** to support pollinators, and we've identified several places where we will install **bat** and **hedgehog boxes**.

We continue to support the [Community Fridge](#) with the aim to reduce food waste: we provide a building free of charge for this great community initiative along with space, next to a pick-your-own produce garden and compost bins. We're told that just in the past 6 months it has prevented food waste going to landfill to the equivalent weight of a white rhino!

Public transport

Linked to both environmental concerns and ease of access, people highlighted the need for more **sustainable** public transport and routes to make it easier for people to use buses to get to the town centre and nearby destinations. We had already joined a study group looking at how public transport could be improved, where we voiced residents' long-desired direct bus links to nearby towns, especially Devizes. This has been delivered thanks to the very successful [Wiltshire Connect](#) service which now links towns and villages to Marlborough including specific market-day services, as well as places that tourists based in the town might like to visit such as Avebury, the Pewsey Vale and Honeystreet.

Traffic

Outside of the Wiltshire Towns Programme funding, the survey feedback also fed into a number of ongoing Council priorities and projects. Some, inevitably, related to traffic, congestion, parking and generally "**all things road**". While none of this is directly under the control of the Town Council, we continue to work with partners to look at what can be done. The main deliverable



here was a deep study into Marlborough traffic. [The report](#) was published recently predicting traffic volumes to the year 2041, shows the results of modelling potential changes to road layouts and the expected outcomes. The conclusion? The town will be gridlocked by 2041 by the sheer weight of increased volumes of traffic and the current road layout is the best option. So if there's no option to change the road layout, we need to focus on the wider road network and look at ways to reduce the volume (and/or weights) of traffic coming through our ancient streets.

We have made other improvements in this area. For example, introducing a pilot **residents parking** scheme, working on **safety** measures on a number of roads, taking steps to reduce traffic speeds and more.

[Please see the attached interactive PDF \("you asked we delivered"\) for a concise and graphic update on the outcomes of the 2022 survey](#)

What's next

Some projects take longer than others to reach completion, and there's a limit to the amount of Wiltshire Towns Programme funding, and resource (our own workforce), available in any given year. The Town Council will always prioritise its business-as-usual services to residents first, but we want to emphasise that there is more to come.

In October 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 continues to meet and is working towards 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.

If successful, the funding will be used to:

Priority 1: create a **vision** document for the town centre in the future

Priority 2: address **weed** issues on town centre pavements and surrounds

Priority 3: run a '**blooming Marlborough**' floral competition

The last page of this release lists some of the things that came out of the 2022 survey that haven't yet been delivered but which we certainly haven't forgotten about. This will involve asking Marlborough people to provide their input once again.

Outside of the grant funding, we're also continuing to push for road safety improvements, protect and improve the natural environment, support the markets and generally look at ways to ensure that Marlborough remains a friendly, beautiful, historic market town for years to come.

In conclusion

We hope, having seen that we not only listened to what people said in 2022, but also incorporated their comments into our projects and everyday priorities, that residents and businesses in the town will see that we are certainly not complacent – listed by residents in the [2022 survey](#) as the greatest risk to anything being done with their feedback.

Richard Spencer-Williams

Richard Spencer Williams, PSLCC
Town Clerk

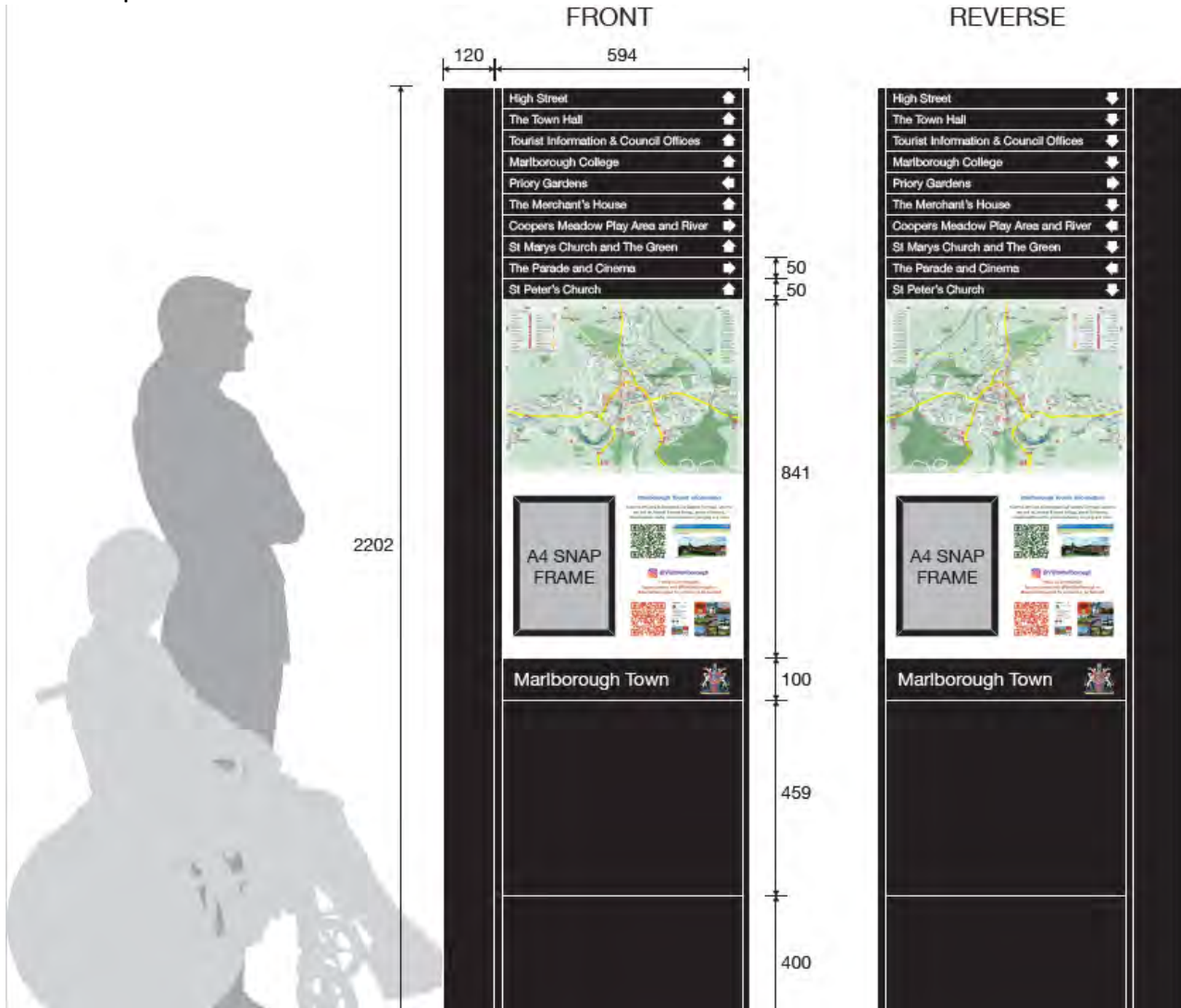


Notes to editors

Our press releases from 2022 are attached for reference and context.

Example Signage

SAMPLE ONLY: this is an early mock-up of the new visitor map that will be installed at George Lane car park





PRESS RELEASE

20 September 2022

Marlborough Town Centre Survey

Purpose

Marlborough Town Council has launched an online survey to discover what matters to people about Marlborough.

The results will be incorporated into short- and long-term plans being developed by the Town Council to protect and enhance the town centre. This will also make sure it is ready to take advantage of funding opportunities.

The Survey

Here follows the text from the website:

Marlborough is your town. Whether you live, work or play here or are a welcome visitor, Marlborough Town Council would like to hear from you. Please tell us what you like about it now, and just as important, we'd like you to share your ideas about what would make you love it more, and how you'd like to see it develop.

Marlborough High Street is consistently ranked among the best in the UK. Our historic, famously wide High Street is the jewel in the crown... and while we know there's so much more to beautiful Marlborough, some people might not.

The Town Council wants to keep Marlborough at the top of the rankings and shout about the whole town centre. It is determined to do everything it can to make sure the town remains vibrant and attractive for everyone.

From time to time, grants and funding opportunities become available. These might be as diverse as providing support to businesses, investing in town centre infrastructure, promoting town centre shopping, improving public transport and more. Whatever they are, the Town Council wants to have a plan in place now, so that it can act quickly to secure funding as it becomes available.

We have every reason to look at ways to protect our unique blend of fabulous retail, hospitality, leisure and visitor attractions and green spaces to be sure that, as trends and needs change, our town centre will always remain appealing and accessible to all, for years to come.

The survey closes on 11 October. We'll publish the results early in November.

On behalf of Marlborough Town Council

Richard Spencer-Williams

Richard Spencer Williams, PSLCC
Town Clerk

Notes to editors

Timescales

The survey is live on the Town Council website at <https://www.marlbrough-tc.gov.uk/survey>. It runs until 11 October.

To read the news article written on 20 September please go to <https://www.marlbrough-tc.gov.uk/news/news-articles/2690-town-centre-survey>

A hard-copy questionnaire will be available after 28 September and can be collected from the Town Council office at 5 High Street, Marlborough.

Councillors and Officers will be out and about in the town centre later in September and early in October to engage the community and highlight the survey, either at the Town Hall or at a Saturday market (dates to be confirmed).

The results will be published in early November.

Background

At a Planning Committee meeting in June 2022, Councillors discussed opportunities for funding for town centres. They agreed that it was important to identify longer term aspirations which could be delivered in stages as funds become available. They also recognised the need to consult with others, including businesses and residents, before a long-term plan could be agreed. [Click here to read the minutes of the meeting](#) (84/22 on page 3¹).

Town Centre Working Party

A Working Party was formed, tasked with building a progressive, stepped High Street/Town Centre plan. It will engage with businesses and the community to build this plan – and this survey is the first step towards that.

¹ https://marlbrough-tc.gov.uk/images/Approved_Planning_Mins_27_June_2022.pdf

Councillor Jane Davies is the Chair, and Caroline Thomas the Vice Chair. Both represent Marlborough at a town and county level – Jane is the Wiltshire Councillor for Marlborough West, and Caroline for Marlborough East. Other members of the group are Councillors Nicholas Fogg, Jo Waltham, Mark Luson and Kelvyn Shantry together with the Town Clerk, Richard Spencer-Williams with support from the Town Council’s officers.

So far the Working Party has met 3 times, and agreed terms of reference, objectives and identified what it believes to be the strengths, weaknesses, opportunities and threats in relation to the current economic situation and the future development of the town centre. It will report back to Planning Committee meetings with recommendations.

The working party’s objectives are to:

- maximise the opportunity to engage with the Wiltshire Towns Program
- engage and work with local businesses, the community, and local organisations to develop a vision and long-term plan for ‘Marlborough Town Centre’
- create a progressive stepped ‘High Street/town’ plan with distinct outcomes to each
- include the river as a key feature
- positively support the street markets and their development
- assess and review High Street and resident parking arrangements
- include the High Street, The Parade, New Road, London Road, Hilliers Yard, Hughenden Yard, Kingsbury Street, George Lane, Coopers Meadow and Kennet Place
- encourage resident and visitor footfall and spend
- promote Marlborough as a place people want to visit

Before going further, all agreed it would be important to test the views of the working party by asking the wider community for their input. This survey is the first part of that. Once the results of the survey are known, wider engagement with the community will help to identify what actions might be taken to protect the unique, positive elements of the Town Centre now, and enhance it in future. This will help to create a vision and plan that can be implemented in steps and stages as and when funding becomes available.

The important part is having that plan prepared so that the Town Council will be ready to act as soon as funding opportunities become available.

Read the Terms of Reference



Marlborough Town
Centre Working Par

Wiltshire Towns Programme

Town centres have faced a number of challenges over the previous years, often all at once, including:

- The impact of Covid-19 and related shifts in shopping patterns

- A historic reliance on a shrinking retail offer which is vulnerable to changing consumer habits such as opportunities for online shopping and out of town retail
- Long term empty units/high levels of occupant turnover and a shrinking retail offer driven by the rise in on-line shopping; absentee landlords; mixed quality redevelopment and conversions into living space; and, in some instances, problems of anti-social behaviour

An important potential funding source is [The Wiltshire Towns Programme](#)², which will see £1m each year until 2025 invested 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.

Further information

For enquiries, please contact us using the methods at the foot of the page.

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[https://cms.wiltshire.gov.uk/\(S\(hniswsj4w151yf55bd0kmu55\)\)/documents/s203759/Wiltshire%20Towns%20Programme%20Presentation.pdf](https://cms.wiltshire.gov.uk/(S(hniswsj4w151yf55bd0kmu55))/documents/s203759/Wiltshire%20Towns%20Programme%20Presentation.pdf)

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Planning Committee

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Agenda

2 December 2024



PRESS RELEASE

25 November 2022

Marlborough Town Centre Survey – The Results Are In and It’s Official: Marlborough is a friendly, historic, beautiful market town

The Council have been asking what residents, visitors or business owners think would help Marlborough thrive. In September and October we ran a survey that asked people for their thoughts about Marlborough town centre – what they like about it now, what would make it even better, and how they’d like to see it develop.

480 people took the time to reply and we published the results. Town Councillors will use the results of the survey both to help shape long term plans for Marlborough, and to apply for funding available to help make short term improvements from Wiltshire Council’s Wiltshire Towns Programme. This important potential funding source will see £1m invested each year until 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.

Richard Spencer-Williams

Richard Spencer Williams, PSLCC
Town Clerk

Notes to editors

Of 480 people [surveyed](#) during September and October, we asked how they would describe Marlborough to a friend or family member and the most frequently used words were friendly, beautiful, historic and market.

Councillors have been asking what residents, visitors or business owners think would help Marlborough thrive. In September and October we ran a survey that asked for thoughts about Marlborough town centre – what people like about it now, what would make it even better, and how they would like to see it develop.

480 people took the time to reply and Councillors have already considered all suggestions and identified how they can act on them.

Areas where suggestions are fully in the control of the Town Council – such as adding more public seating to open spaces, improving signage and tourist information – are already being added to our plans.

There are some suggestions where the Town Council doesn't have full control but may have influence – for example, improvements to traffic flows. We are already talking to partners such as Wiltshire Council to try to find a medium to long-term answer. The increasing amount of graffiti in the town also raised comments. While the Town Council only has direct control over graffiti on its own assets, we have committed to working with partners early in the New Year to raise awareness and seek a joint approach to tackle graffiti right across the town.

We have to recognise there are some suggestions from the survey that cannot be addressed by the Town Council. For example, the survey generated calls for a low-cost retailer and/or clothing shops catering for children and men. The Town Council has no control over what shops come to Marlborough, or the mix of retail types on the High Street.

Councillors continue to meet approximately every 3 weeks, and they would like to broaden the scope of the working party so that interested parties - e.g. businesses, environmental groups, residents, architects – can join the discussions about drawing up a Town Centre plan. This plan could be ambitious for the long term and we really welcome involvement. Anyone who would like to get involved is invited to email enquiries@marlborough-tc.gov.uk to let us know.

Read the latest news article on our website here: <https://www.marlborough-tc.gov.uk/news/news-articles/2730-its-official-marlborough-is-a-friendly-historic-beautiful-market-town>

[For the background to the survey, a summary of the survey results and/or to read the full survey reports please click here](#)





you asked...

we delivered...

“address traffic congestion”

“smoother traffic flows”

“address air quality”

“make it safer for pedestrians and cyclists”

“improved access for people with disabilities”



- A Traffic Study to understand traffic flow options
- More 20MPH zones on the way
- No Idling campaign – switch it off!
- Trees in the town centre
- Speedwatch (volunteers needed)
- Safety measures at Frees Avenue
- Repainted zebra crossings with brighter, flashing lights

“more parking for visitors and residents”



- Kennet Place residents parking
- Five more 30-min free parking bays coming to the High Street
- Finger posts, a visitor map at George Lane car park and “Welcome to Marlborough” signs are on the way

“more prominent signposting”



- A New Town Guide with content taken from survey feedback
- We’re on the Explore Wiltshire App and the Great West Way

“visible & accessible visitor information”



- Recruited an apprentice Information Officer
- Cleaned existing road signs
- Repainted street furniture and new benches & trees to High Street

“improve the street scene”

you asked...

we delivered...

“be greener”

- Free use of a building for the Community Fridge and PYO herb garden
- A biodiversity audit and plan
- New walking & cycling links in progress with Wiltshire Council
- Electric tools for our Grounds Team
- Insulated the roof of the Town Hall and updated the heating system



“larger, more diverse market”



We set up a market working party and conducted surveys

“improve access to the Kennet”



- Nature trails which follow the river
- More benches at Coopers Meadow
- Picnic pods are coming to Stonebridge Meadow

“EV charger points”

Working in partnership with Wiltshire Council we provide the power for the charger points in George Lane car park

“sustainable tourism”

“easier access by public transport”



Attended lobby group Option 24/7; ran a bus survey. All were input to Wiltshire Connect : new bus routes to Devizes, railway stations, Avebury and villages



We haven't forgotten about your other comments. We're working towards:

Making the town centre more accessible for the disabled, pedestrians and cyclists, including working with Wiltshire Council to link the railway path to the Business Park and on to the town centre, providing a traffic-free alternative for walkers and cyclists

Working more closely with Wiltshire Council when planning roadworks

Getting Marlborough blooming again

Creating wildflower areas and adding boxes for bats and hedgehogs

Tidying up weedy gutters and pavements

Pushing for improved road safety, especially at Manton, Frees Avenue, Port Hill/The Common and Poulton Hill

Working with Wiltshire Council to make sure our market thrives

Creating a longer-term vision for what the town centre could look like in the future