

Agenda Item No.8b

This is a request to the Area Board to grant permission to Melksham Town Council to use the grant money awarded for window graphics to buy pop up banners and posters instead. The window graphics are expensive and it appears they cannot be reused without damaging or resizing and to have them resized would mean an ongoing expense, this was not evident when the costs were originally investigated and used for the grant application. Investigations have shown that large posters and pop up banners would be much more cost effective; many more can be bought for the same amount of funding and are reusable, however they would still deliver what we want to achieve by dressing the empty shop windows.

As in accordance with the original application the posters and banners would still be an easy solution to transform empty retail units in the centre of the Town, they will smarten the appearance of the High Street making the most of the unsightly units, the appearance of the High Street will change whilst also making these units safe & reducing vandalism. It will attract more business & bring more employment to the High Street. These marketing material will support local business, they are adverts on the High Street, and without undermining existing business rates the empty units can be used to support existing business by creating complimentary media and supporting a shop local campaign. We will use the posters and banners to support local events and initiatives. This initiative very much fits in with themes in the Melksham Area Community Strategy, specifically “to generate a number of innovative, viable and effective design ideas that will assist the improve of the centre streetscape, and the creation of a street environment that is more pleasant, safe and accessible for pedestrians.” An intended outcome for the strategy was to create a situation where Melksham town centre is pro-actively marketed as a growing promising location for shopping and business use, this initiative will assist in promoting this outcome.

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Town Projects and Development Officer