

## Appendix B: Campus proposal for the Melksham community area

The following proposal was approved by the Melksham Area Board on 29 March 2011 for consideration by Wiltshire Council Cabinet:

It is proposed the following facilities and services be provided within a new community campus for Melksham located on the Melksham House site:

- Core facilities as outlined in 21 (i)
- Indoor leisure facilities – 25m swimming pool plus learner pool; 4-court sports hall; multi-activity rooms; 60 station fitness suite; wet and dry changing, squash courts and associated ancillary facilities.
- Indoor bowls provision and group room.
- Library including improved IT suite for community internet access.
- Provision for Registrar service
- Youth centre facilities.
- Multi-purpose training suite for both professional and community use.
- Multi-purpose meeting/resource rooms for use by the Council, community and partners
- Appropriate provision for car parking

***It must be noted that the wording of the proposal put forward by the Area Board has been altered to reflect the change in proposed location following their request for the Council to carry out a 'call for sites' to establish if there were any opportunities for purchasing land closer to the town centre. The subsequent purchase of the Melksham House site has afforded the opportunity for the Campus proposal to be recommended for delivery on the Melksham House site.***

***The exact wording of previous proposals and resolutions made by the Melksham Area Board can be found within the committee agenda and papers section on the Council's website at [www.wiltshire.gov.uk](http://www.wiltshire.gov.uk) or by contacting Democratic Services at Wiltshire Council.***

### Developing the Proposal

The journey to develop the Melksham campus proposal started with the outcome of the leisure review and the need to establish alternative accommodation for services rather than by the establishment of a COB. This was led by the Melksham Area Board and they continue to oversee the campus proposal as it develops.

The initial consultation was undertaken by MCAP, under the direction of the Area Board, to establish the initial feeling on a campus proposal. Subsequently the Transformation Programme, working with the Area Board, developed a number of options for a campus proposal that was considered by the Area Board on 2 February 2011. The campus options were supported by an additional survey, carried out by MCAP.

On 29 March 2011 the Melksham Area Board determined their preferred campus option. For the avoidance of confusion the resolutions were as follows:

***That based on an assessment of the overall service improvement possibilities and to ensure long term security of service delivery for the wider Melksham Community Area, the Melksham Area Board ask cabinet to:-***

- A. Support a single site solution for the Campus that will service the Melksham Community Area and ensure that this includes, as a minimum, all services outlined to the meeting.**
- B. Notwithstanding the establishment of a new purpose built library in the proposed Campus in accordance with Para A, the offer negotiated with the Wiltshire Council Cabinet Member with responsibility for Library Services is recommended to the Cabinet by the Area Board. This would provide for a limited, additional and residual volunteer based library service in Melksham Town Centre until at least 2014 when the service will be reviewed.**
- C. Develop this proposal so it is delivered as near as possible to Melksham Oak School, with the proviso that if officers, after conducting a final appraisals of all sites in the locality, are able to identify an alternative site closer to Melksham town centre that can deliver a single site solution in the same timescale and at the same cost, this is given equal consideration by Cabinet.**

At the same meeting the Melksham Area Board confirmed their intention to establish the Melksham Shadow Community Operations Board. COB representation was confirmed on the 12 May 2011. Representatives span a variety of organisations and sectors within the community area including local councils, Melksham Community Area Partnership (MCAP), Melksham Oak School, Melksham Chamber of Commerce, Melksham & District 55 plus Forum and local sports and activity clubs.

Following the resolution made on 29 March 2011 an advert was placed and Cooper Tires, who owned the Melksham House site, came forward and offered the site to the Council. Other sites also came forward but an appraisal of the sites identified that the Melksham House site met the requirements of the proposed Campus project. The completion of sale was completed on Monday 3 October 2011 and the facility is currently being operated by Wiltshire Council Leisure Services.

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## **Consultation**

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The initial consultation was undertaken by MCAP to gain feedback on the concept of a Campus facility. The Area Board asked that this place and agreed that MCAP would be best placed to carry out the consultation. A total of 3200 paper copies were distributed and an online survey was produced.

A total of **1023 survey responses** were received, of which 908 were paper copies and 115 submitted online via the Wiltshire Council website. Further comments were received from members of the public by post or via email. A total of **14 letters and 33 emails** were received. The following organisations also responded: **Melksham Town Council, Melksham Without Parish Council, Melksham CAP**

The Melksham Community Area Partnership was asked to work with the Area Board to carry out further consultation on the proposals for the Campus and in doing so distributed questionnaires to 12,500 households in the Area, held 3 open days and evenings and facilitated 10 meetings with local groups on the campus proposals and circulated a young person's questionnaire (mid February to 22 March 2011). Results were compiled and presented to the Area Board on 29 March 2011, these included 803 (1400 people) returns to the main questions, 78 returns from young people, 41 returns from open days, 10 meetings with groups and 17 pieces of specific correspondence.

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The data collected from the consultations was varied and extensive – MCAP did a thorough job and their commitment and support to the campus proposal was noted specifically by the Area Board. The detailed data can be found on the Council's website at [www.wiltshire.gov.uk](http://www.wiltshire.gov.uk), however by way of an overview please see the following:

Information collected from the initial consultation suggested that the library, indoor leisure facilities and the children's centre were the most frequently used. The concept of improved facilities was broadly supported across age and sector groups but there was some concern expressed about co-located facilities being developed on an edge of town location. Travel implications were reported on too, with large percentages of people across age groups expressing their desire to see good and sustainable transport links, including appropriate levels of parking.

There were a number of formal responses to the consultation from local interested parties, including Melksham Town Council, Melksham Without Parish Council and Melksham CAP. Their views were broadly consistent in that they supported proposed improvements and investment in to local services but there were concerns about access (travel) implications associated with the working proposal.

Information collected from the second round of consultation included a significantly higher proportion of responses from young people. Responses included concerns from a variety of local people about relocating the library and youth centre from their present locations to a single site at Woolmore Farm. The rationale for concerns was centered on potential access issues (need for effective transport) and perceived impact on local town centre economy if services were located at Woolmore Farm.

Cabinet should note that two petitions have been submitted in relation to the Melksham Campus proposal:

- On 9 September 2010 the Council received the Melksham Library Petition. The petition states '***We, the undersigned, support Councillor Jon Hubbard's campaign to keep Melksham's Library located in the Town Centre. We do not want to see the Library relocated to a new Melksham Campus out-of-town***'. There were 2184 signatories and it was presented at Full Council on 9<sup>th</sup> November 2010.
- On 10 November 2011 the Council received a petition from Melksham Snooker Club requesting that the clubs requirements be taken into account in the development of the campus. There were 44 signatories and it is due to be presented to the Melksham Area Board on 14 December 2011.

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### **Creation of strategic design principles**

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The COB is in the process of developing a set of strategic principles that underpin the future design of the campus and form the baseline of the brief for a detailed feasibility study and for future project briefs in relation to detailed design.

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### **Local approach to equalities**

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The COB are keen to explore local views on how to ensure their approach contributes towards the development of an accessible and sustainable community facility and as such will facilitate an Equalities workshop with the support of WSUN to help inform their work to develop a set Equalities principles to ensure that the needs of all sectors of the community are reflected in the scope of services and the design of the campus.

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Assuming relevant approvals, as the project progresses through the design and planning stage, the associated EIA document and action plan will be reviewed by the COB and updated to ensure that equalities and inclusion issues are identified and addressed.

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### **The Next Steps**

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The Melksham COB are in the process of or planning to carry out the following tasks:

- Travel principles to underpin the brief that will be given to the Transport Consultant, employed as part of the design team
  - Equalities principles informed by the Equalities work shop feedback
  - Developing a communications plan and SCOB blog
  - Targeted Youth survey
  - review of service specifications and discussions with services and partners to inform campus design
  - development of travel plan in partnership with design team
  - development of local management principles to inform strategic review of alternative delivery and management options
  - evaluating current usage statistics to determine outline operational programming of campus
  - a variety of user/focus group feedback
  - public roadshow to inform design
  - a number of activities and tasks that would be carried out assuming approval, including planning permission submission and detailed design work, amongst others
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