

## Area Board Project

### 1. What is the Initiative?

This project is to produce a professional HD video aerial view (BBC "Coast" or "Countryfile" style) promoting the accessibility of Melksham and all that it has to offer. It will include future development potential and can feature individual organisations. For Companies/organisations that wish to be involved, the filming will include their location and any aspects they wish to feature. There will be a professional voice-over commentary, the video can be edited for specific needs and a site specific voice-over can be added. The complete video could feature on the Melksham Town Council website, and the new Melksham News site – Melksham TV, site specific videos can be used by the organisations but not sold on or copied to others without approval from the promoters Melksham Trust Ltd.

### 2. Where is the initiative taking place?

Melksham – The filming will start with a view across to the M4 just North of Chippenham, it will follow the A350 to Melksham picking up rail and road links, the river, the canal development, and surrounding places of interest. There will be a view towards Westbury picking up the main rail link, and also a high shot picking up Bath. We will include the new Oak School, Wiltshire School of Gymnastics and their Olympic involvement, Lackham College, the emerging Wilts & Berks canal project, other places of interest, historical features, and sites specified by sponsors.

### 3. When will the initiative take place?

Subject to weather conditions - October 2011.

### 4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?

- Promoting Melksham as place to live and invest.

### 5. What is the desired outcome of this initiative?

- Increased trade to local businesses.
- New employment as investors are attracted to the area.

### 6. Who will Project Manage this initiative?

Richard Wiltshire, Melksham Trust

### 7. Costs/quotes/ match funding? (total cost £5k require 1 quote, total cost £5k-25k require 3 quotes)

£200 to include filming a specific site/and or be listed as a sponsor. This will give you access to the all the filmed and the edited town video including the voice-over. The area board will be able to use their own facilities to edit the content.

### 8. Additional information