

## **Melksham Campus**

### **Name and logo consultation report**

#### **Purpose of the report**

To provide an update and recommendations to the Melksham Area Board following public consultation on the name and logo options for the Melksham campus.

#### **Summary**

The Melksham COB (Community Operations Board) undertook public consultation from Wednesday 11 February to Friday 13 March. The COB directly engaged with the following groups:

- Area Board workshop
- Melksham and District Older Persons Forum
- Melksham Campus Arts Steering Group
- Melksham Swordfish Amateur Swimming Club
- Lunch club service at Melksham Assembly Hall
- Melksham Oak School
- Young People at Youth Drop in Service
- Aloeric and Forest and Sandridge Schools
- Melksham Bowls Club

The group also promoted the consultation using the following methods:

- E-mailed to over 500 local community and residential contacts
- Article on Melksham, Our Community Matters website
- Town Hall display and consultation drop box
- Library display and consultation drop box
- Christie Miller display and consultation drop box
- Direct e-mails from COB members to contacts
- All schools invited to participate and to advertise in newsletters
- Press release into Melksham News, Gazette and Parish Newsletters

A simple consultation reply slip was provided to each respondent and they were asked to tick their preference of name and logo (one each). A space for additional comments was also provided.

#### **Results**

627 people completed the consultation (43 were incomplete) with 93 respondents completing an online survey and 534 filling out hard copies. The name and logo responses are shown in the tables below. The main reoccurring comments are also shown after the results tables.

**Melksham Campus naming results**

<b>Group/ Location</b>	<b>Melksham Community Campus</b>	<b>Melksham House Community Campus</b>
Area Board	6	3
Online	50	37
Town Hall	58	18
Assembly Hall	8	33
Library	34	12
Christie Miller	21	5
Young People	70	16
Older Persons Forum	49	16
Primary Schools	96	60
<b>TOTAL</b>	<b>384</b>	<b>200</b>

**Melksham Campus logo results**

<b>Group/ Location</b>	<b>Bridge</b>	<b>Forest</b>	<b>Oak</b>	<b>Community</b>
Area Board	2	3	2	2
Online	22	24	22	24
Town Hall	6	21	14	46
Assembly Hall	5	11	12	13
Young People	6	35	12	45
Older Persons Forum	13	18	10	29
Schools	23	31	35	71
Library	4	9	5	19
Christie Miller	2	11	10	9
<b>TOTAL</b>	<b>83</b>	<b>163</b>	<b>122</b>	<b>259</b>

**Main reoccurring comments:**

- Would like the 'M' over the community logo moved to the right hand side
- Would like the logo as a different colour (Green and Cyan most popular)

**Recommendations**

After thorough analysis of the responses from the Melksham community, the COB make the following recommendations to the Melksham Area Board:

- The name 'Melksham Community Campus' is confirmed
- The updated 'community' logo is confirmed, with the 'M' having moved to the right hand side and in either with either a brighter blue or green colour.