



BARKER
LANGHAM

MELKSHAM CANAL LINK PROJECT

DECEMBER 2014

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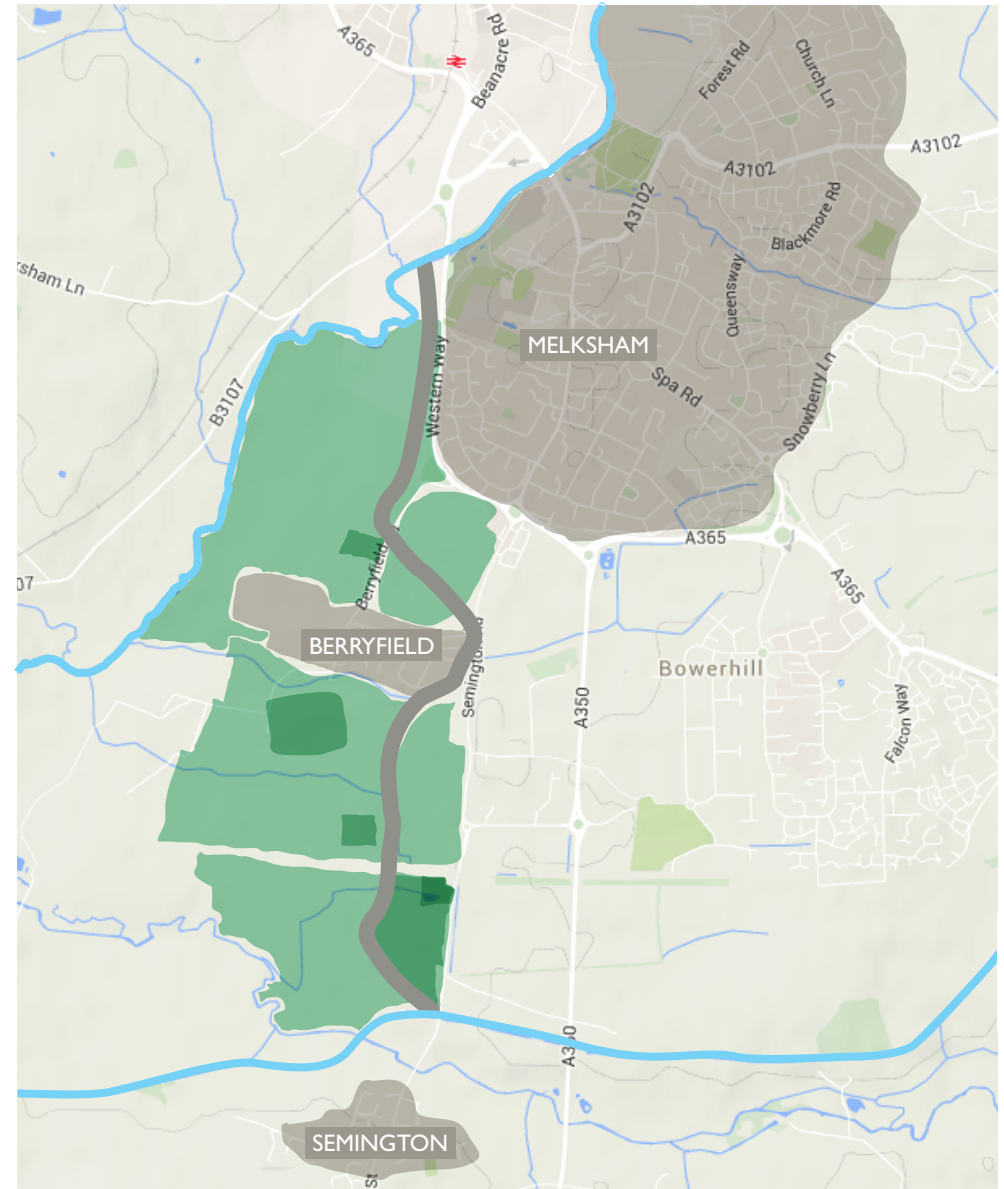
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INTRODUCTION

The Melksham Canal Link is an ambitious regeneration project to construct 3km of new canal and towpaths outside the Wiltshire town of Melksham. This will link the Kennet and Avon Canal at Semington with Melksham town centre, creating a vibrant new destination hub with a sensitive mix of cultural and commercial development proposed along the length of the new link. Ultimately, the aspiration is to link this new section of the canal to an adapted section of the River Avon, enhancing the connectivity of the canal and river network.

This project will include a new wetlands nature reserve, visitor attraction, marina, camping and log cabin site, hotel and housing.

Key
— Outline of project area

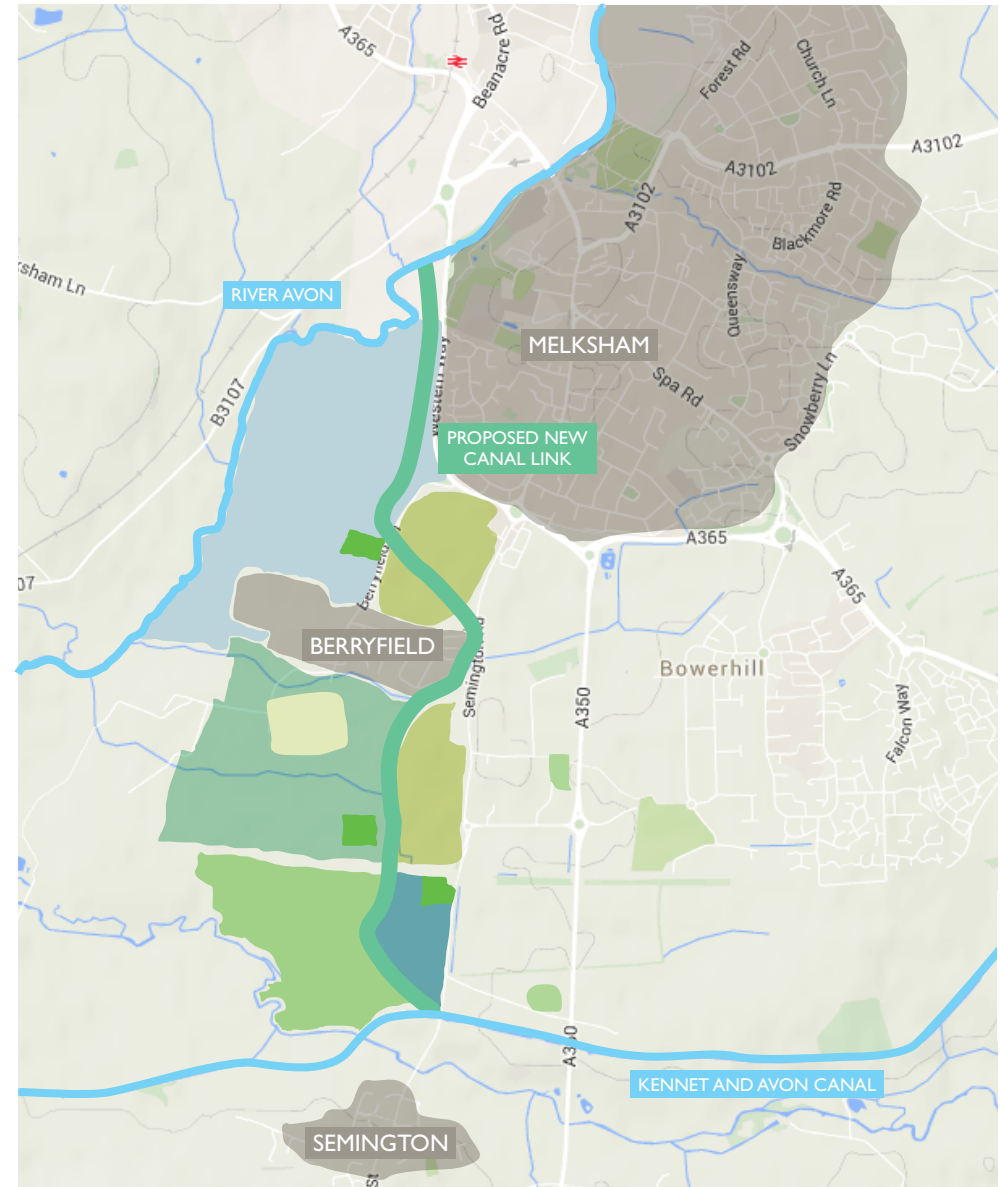


PROJECT DEFINITION

The project will have the following proposed key and mutually supporting elements, creating a critical mass that will be a destination for day and overnight stays.

The location and exact nature of the visitor hubs / centres are still to be defined. This will occur during the more detailed masterplanning stage with input from the landscape architects.

- Key
- Wiltshire Wildlife Trust
 - Wiltshire Life
 - Housing
 - Camping and log cabin site
 - Melksham Marina
 - Proposed visitor hubs / centres
 - Holbrook Dairy Farm



VISION

There is a strong vision for the project, based on initial planning and development work, and engagement of key stakeholders:

The Melksham Link is one of the must-see destinations in Wiltshire, attracting tourists and locals to its diverse leisure and cultural experiences and driving prosperity in the area.

At the heart of the offer will be:

- Strong community values with a range of opportunities for all ages
- Educational opportunities that make the most of the landscape e.g. incorporating environmental science
- Quality rest, sporting and recreational opportunities



© Shire Cruisers

LOCAL CONTEXT

Melksham

Melksham is a small market town with a population of 28,343 people. 850 in the town are unemployed and 40% of those have been long-term unemployed (Census 2011). The canal link project presents an opportunity to offer employment to local residents, echoing the success of the recently opened Milk Churn pub that employs approximately 60 people on full-time, part-time and seasonal contracts. The economic argument as to what this project will bring to the people of Melksham is absolutely crucial in gaining widespread support for the project.

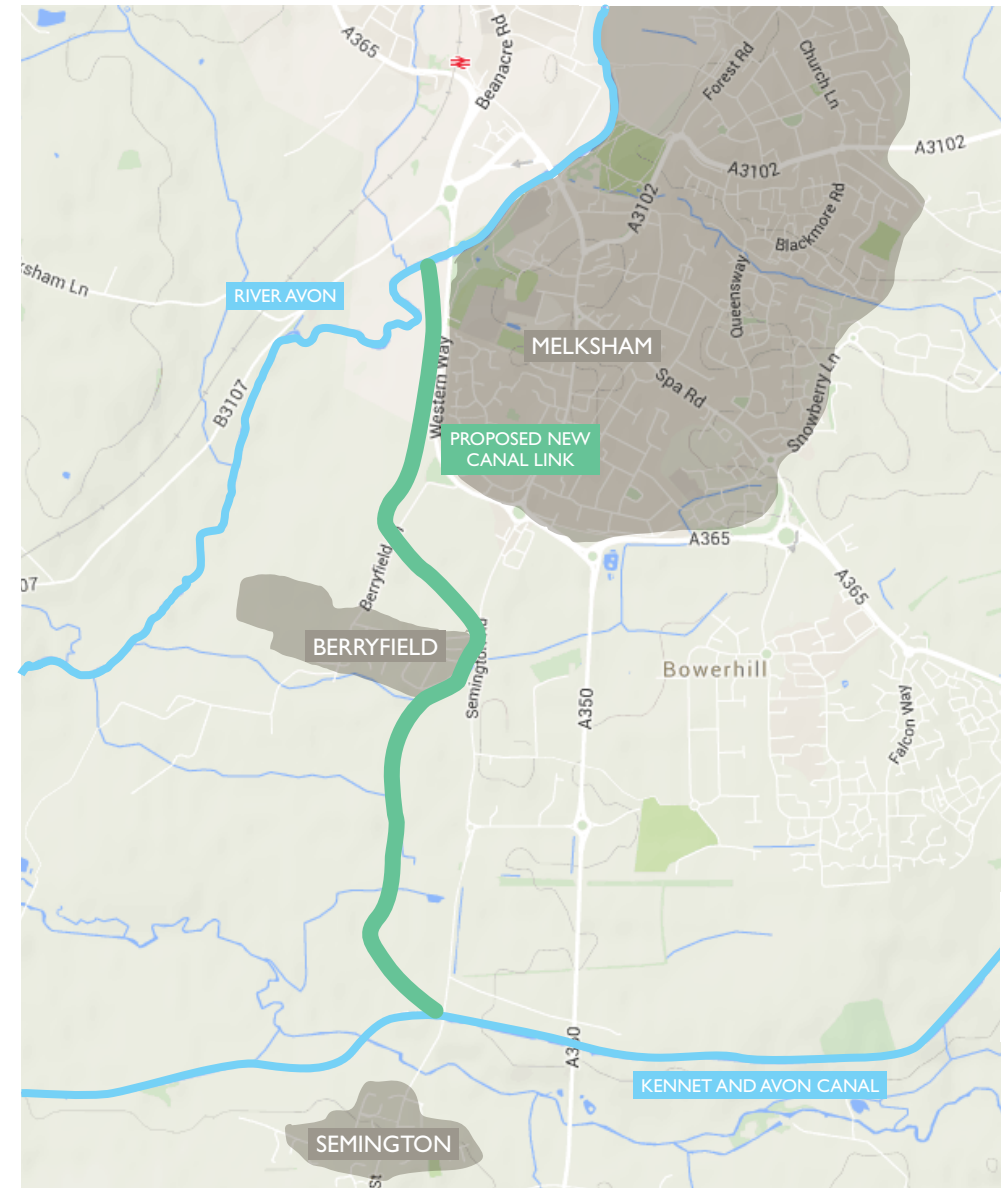
The majority of households in Melksham are married or cohabiting couple households, with no dependent children (41%), followed by one-person households (26%). The needs of these local residents must be catered for through this project, with a range of offers that caters for those with families and those without.

There was a general consensus that Melksham residents are broadly in support of the project and there is the appetite for such a development in the town. However, it must be noted that the community of Berryfield – most directly affected by the route of the proposed link – already has some concerns that will need to be addressed throughout the project's development. This includes how the project affects the location of a children's play area and a proposal for a new village community centre.

As the project develops, ongoing engagement with the local residents through Melksham Town Council, Melksham Without Parish Council and Berryfield Residents Association is hugely important.

“As safe places for walking, cycling and jogging, canals can deliver a significant public health benefit, and it has been estimated that canals generate a public health value of £6.4 million”²

Measuring the Health Impacts of Scotland's Canals (2012)



POTENTIAL MARKET SIZE

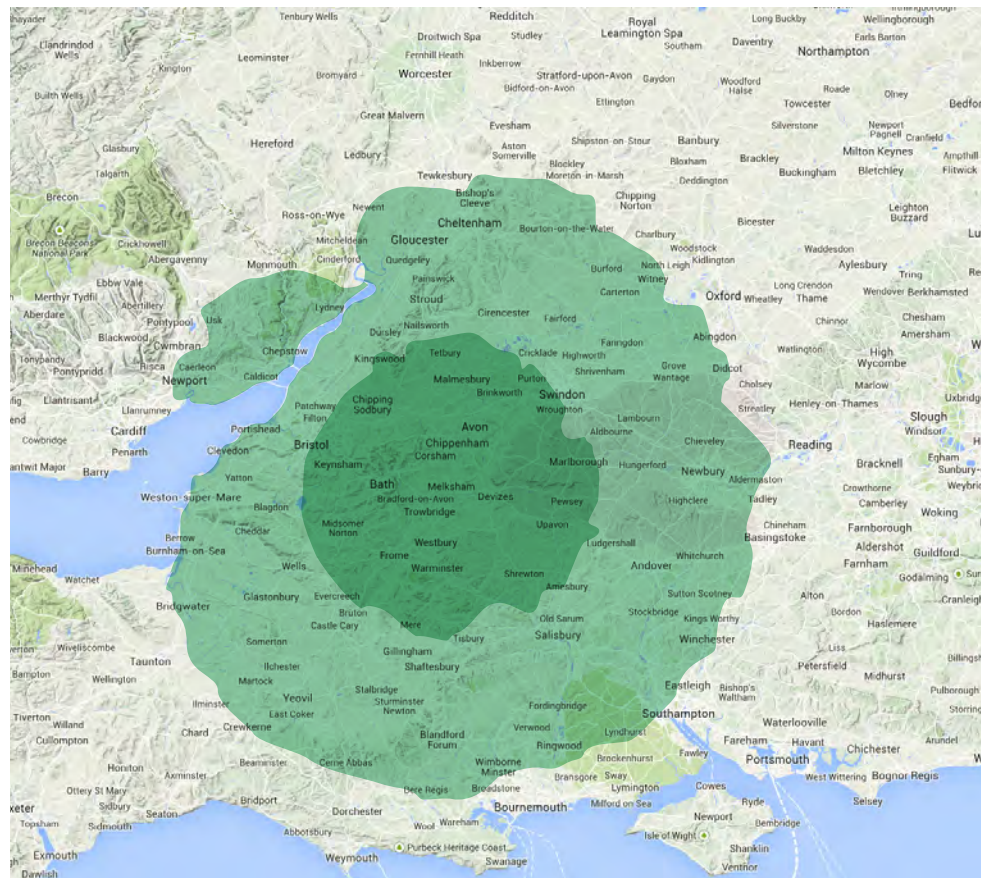
Wiltshire is the second most populated part of the South West (after Cornwall) with a population of 471,000¹. It has a healthy tourist trade, significantly outperforming the national average for visitor numbers, having welcomed a record 19.7 million visitors in 2012. These visitors were attracted by the high quality of existing visitor destinations in the county, including Stonehenge and Salisbury.



¹ <http://www.ons.gov.uk/ons/rel/mro/news-release/census-shows-increase-in-population-of-the-south-west-as-it-tops-5-million/censusouthwestnr0712.html>

² Measuring the Health Impacts of Scotland's Canals (2012)

The market for this project is sizeable, combining local and regional visitors, as well as domestic and overseas visitors. Its location on the A350 - one of the roads north between Salisbury and the Cotswolds - makes it an ideal stopping point for Group Tour Operators and touring tourists.



- 0-25 miles drive time
- 25-50 miles drive time

Average Distance Travelled - Tourism Day Visits

Research by VisitEngland, VisitScotland and Visit Wales (2013) found that the average claimed distance travelled on Tourism Day Visits was 44 miles. However, for the South West of England, this distance was greater with people travelling on average 49 miles for a Tourism Day Visit.³ This suggests that the Melksham Link Project could realistically attract day visitors from a catchment that contains 2,409,110 million people for day visits. This includes places such as Bristol (36 miles); Southampton (53 miles); Newbury (54 miles); and Stroud (32 miles).

General Tourism

Recent evidence (2012) from Visit Wiltshire suggests that the tourism market is healthy with 10% more trips involving an overnight stay than the year before, and an increase in spending of 19% by these visitors. Although the number of day visitors remained similar to 2011 at 18 million people, their spending has also increased by 16%.⁴

There is an opportunity for the Melksham Canal Link to contribute to the continuation of these encouraging trends. The proposed hotels, holiday cabins and camping will address the undersupply of accommodation in the area, increase overnight stays and help to drive an improvement in the quality of accommodation in Melksham itself.

Visitor Numbers by Type to the Kennet and Avon Canal

British Waterways has undertaken some research on the number and type of visitors to the Kennet and Avon Canal. This has shown that there were around 11 million visits to the canal in 2009. Whilst this refers to the full length of the canal, some 87 miles, this does give some indication of the appetite for canal-based tourism, which could extend to the Melksham Link of the Kennet and Avon Canal.

³ The GB Day Visitor Statistics 2013 (VisitEngland, VisitScotland, Visit Wales)

⁴ Visit Wiltshire The Economic Impact of Wiltshire Visitors Economy 2012

Visitor category	Visits 2005	Visits 2009
Privately-owned boats – non-cruising visits	23,400	23,148
Cruising boats*	244,820	168,099
Trip / business boats*	176,400	122,500
Canoeing	116,438	135,000
Angling	106,000	107,000
Cycling	563,577	657,000
Other informal visitors	8,584,956	10,003,000
Total	9,815,591	11,215,747

Source: British Waterways Economic Development Unit, Economic and Social Impact of the Restoration of the Kennet and Avon Canal, 2010 update

Note:* In part the change in these categories between 2005 and 2009 is due to the different calculation methods used.

These visits in 2009 generated some £42 million gross direct expenditure in the local economy, rising to £55 million if indirect and induced spend is added.⁵

Estimate Visitor Numbers

1. Local comparators range from 1,000 – 100,000 visitors per annum.
Melksham attractions could be towards the higher end: 80,000 – 100,000 visits
2. Wiltshire Tourists - 19.7m.
Melksham could expect to reach 0.5% of these: 98,500 visits
3. 2.4m people live within 49 miles.
Melksham could expect to reach 5% of these: 120,000 visits

On this basis we know that a good attraction will have a solid audience:

- c. 100,000 visits per annum

⁵ Visit Wiltshire The Economic Impact of Wiltshire Visitors Economy 2012

Key audiences

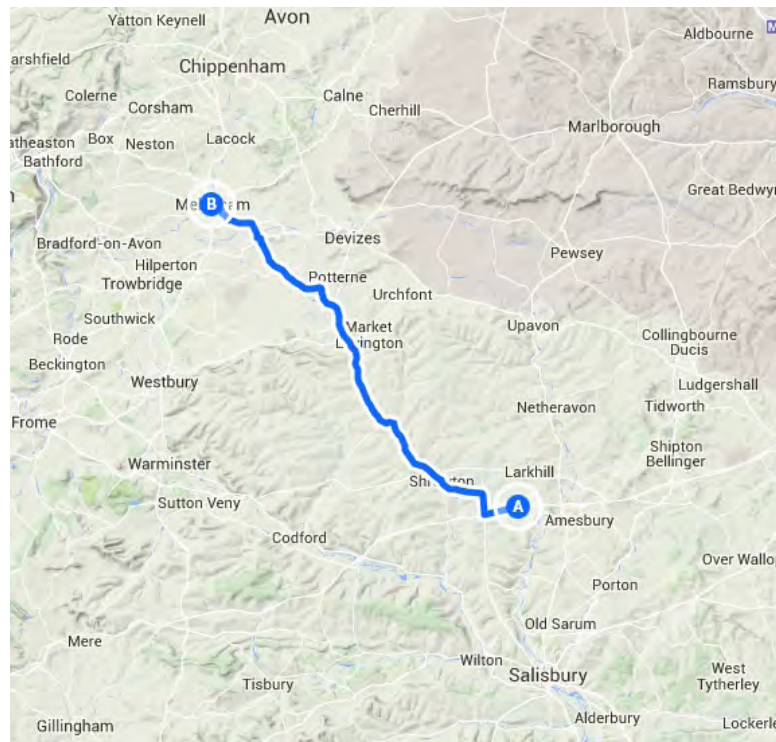
This visitor attraction must be appealing to both families and group operators, in order to meet the aims of Visit Wiltshire. Group operators in particular tend to visit Stonehenge and Salisbury Cathedral and then find accommodation outside of the county.

However, Melksham is ideally located on the main route between Salisbury and the Cotswolds, making it an ideal stopping point for both overnight stays and en route stop-offs. It is only half an hours drive from Bath, 40 minutes from Stonehenge and 50 minutes from Salisbury.

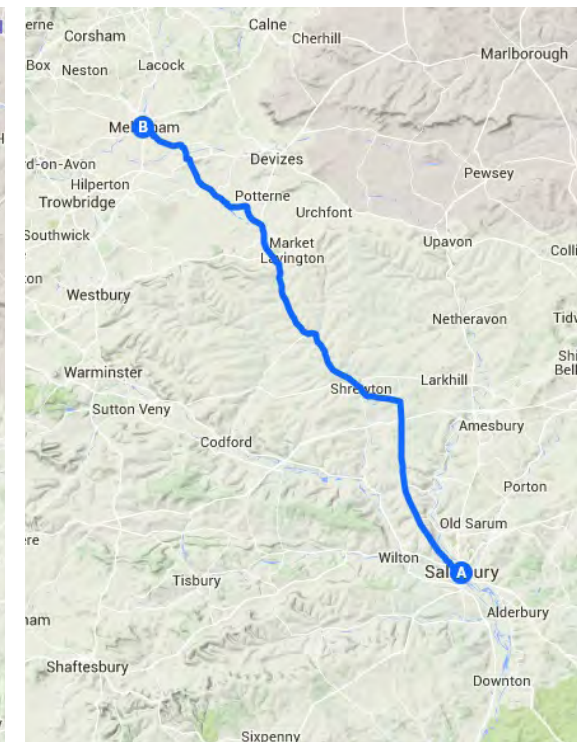
The location is highly accessible from some of the key attractions in the area, which will be of great interest to the group tour market.



Bath to Melksham,
22 km, 31 minutes drive



Stonehenge to Melksham,
36 km, 38 minutes drive



Salisbury to Melksham, 47 km,
50 minutes drive

CANAL REGENERATION PROJECTS

The regeneration of waterways and canals are recognised catalysts for economic regeneration and attracting further investment from funds - both public and private. There are many notable and relevant examples of the power of canal regeneration to kick start development.

“This was one of our best investments ever.”

Jack Hegarty, Managing Director, Wychavon District Council

The Helix and Kelpies - part opened 2014, fully opening 2015

- £25 million project under the Living Landmark Big Lottery Fund programme.
- Includes 350 acres of green space, with 27 kilometres of paths and two 30-metre high horse sculptures.
- Initial visitor projections of 500,000 p.a. for the Helix park have been reached in just six months.⁶
- With £7.6 million investment from Scottish Canals, the Helix restoration and canal project is expected to inject £1.5 million annually back into the local economy.⁷
- **Relevance to the Melksham Link Project:**
 - New leisure and recreation opportunities created through this canal-based regeneration project.
 - Aimed at drawing both a local audience and domestic / international tourists, including Group Tour Operators.

⁶ Pers comms Falkirk Community Trust, 2014

⁷ Visit Wiltshire The Economic Impact of Wiltshire Visitors Economy 2012



© Barker Langham



Fort Augustus, Scottish Highlands

- Five interconnecting locks run through the centre of this town in the Scottish Highlands.
- Defined as a 'mature canalside destination' by Scottish Canals, with over 300,000 visitors p.a.
- Range of accommodation nearby including a campsite, high quality bothies and the Highland Club, offering exclusive accommodation in a historic Benedictine monastery.
- The Highland and Rare Breeds Park allows visitors to see traditional farm animals, including Highland cattle and rare-breed sheep, and to learn about their place in ancient and modern-day husbandry.
- **Relevance to the Melksham Link Project:**
 - Popular with tourists and coach trips as a stopping off point en route to Inverness
 - Tourists primarily come to see nearby Loch Ness, but Fort Augustus has capitalised on the opportunities offered by tourism with a number of attractions and high-end retail



Liverpool Canal Link, opened 2009

- A £22m waterway link that connects the Leeds and Liverpool Canal to the South Docks, the Liverpool Canal Link opened in 2009.
- Bookings have exceeded British Waterways' expectations, attracting around 4,500 boat trips and 200,000 extra visitors every year, contributing an annual £1.9m to the Liverpool economy.
- The Canal is the centrepiece for Pier Head, which has been transformed into a 'must-see' destination. Pier Head is a central part of the UNESCO World Heritage Site of Liverpool maritime Mercenary City and encompasses the Three Graces and the new Museum of Liverpool.
- **Relevance to the Melksham Link Project:**
 - Previously, the Canal terminated two miles outside the city centre and was in a state of disrepair: the new Canal Link is a transformational place-making project.
 - The Canal Link has improved the city's image, increased access to heritage and culture, improved house prices, generated interest for the Mersey River Festival and increased leisure and amenity resources for the city.



Rochdale Canal - reopened in 2002

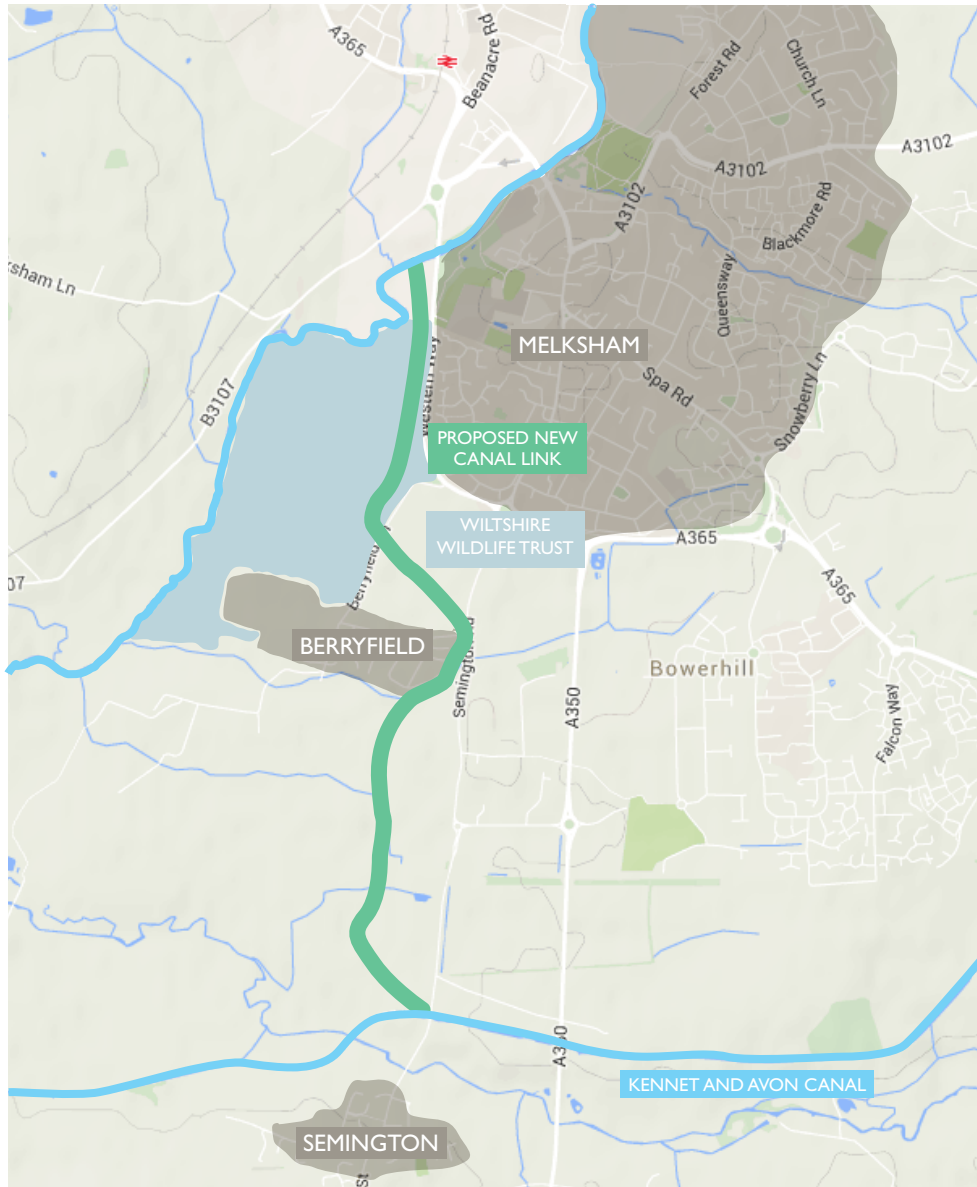
- The 2002 regeneration project restored the entire 33 mile length of the canal.
- Visitors to the Rochdale Canal spend around £18 million a year, £4.1 million of which is estimated to be net additional to the local economy.
- The tourism and leisure activity on the canal is supporting around 100 jobs in the local economy.
- 40% of tourism and leisure businesses say that the canal is very important to their business.
- **Relevance to the Melksham Link Project:**
 - The reopening of the canal in 2002 has enabled and encouraged millions of pounds of property development and regeneration along the Canal.
 - A mixture of development has taken place:
 - Fielden Wharf at Todmorton was redeveloped into a quality amenity with mooring and facilities for boat users, landscaping, picnic tables and sculpture
 - In Ancoats saw the conversion of canal-side mill buildings into apartments; the construction of Canal Side Square, an award-winning public space
 - Croft Mill at Hebden Bridge, a former disused mill, now offers 4-star self-catering accommodation

“It [canal restoration] has an almost catalytic effect... almost unbelievable.”

David Marshall, Canal Project Manager, Stroud District Council

© Wikicommons

THE OFFER – WILTSHIRE WILDLIFE TRUST



The Wiltshire Wildlife Trust (WWT) currently manages the Conigre Mead Nature Reserve - a small urban nature reserve on the banks of the River Avon in Melksham, home to a host of wild flowers, butterflies, grass snakes and water voles.

However, there is scope for the development of a new, much larger, nature reserve, linked to Conigre Mead. This could involve the creation of wetland and reed bed areas towards the north of the nature reserve area, and wildflower meadow and orchard towards the south of this area; the latter acting as a sort of buffer between the nature reserve and the visitor attraction.

A visitor centre would offer interpretation that would also permeate into the landscape via a series of paths and boardwalks enabling visitors to easily access bird hides across the reserve. A range of formal and informal learning opportunities for local residents, schools and colleges would be offered, facilitated by a flexible learning space. This building would also include office accommodation for the wardens managing the reserve.

The creation of this wetlands nature reserve would not only help mitigate the environmental impact of the proposed development, but it would also contribute towards wider national landscape conservation aims. The river, canal, wetlands, meadow and orchards would create a large, connected area of 'living landscape' - an approach recommended in the Department for Environment Food and Rural Affairs 2010 report Making Space for Nature (a review of England's wildlife sites).

Melksham is situated in the Bristol Avon Vale Landscape Biodiversity Area – one of eleven such areas in Wiltshire. The Local Nature Partnership wants to enhance two Landscape Biodiversity Areas, and it is feasible that the Melksham Canal Link landscape enhancement could be one of those projects, thereby also contributing to local and national conservation aims.

The nature reserve would be developed in a way that it complementary to the visitor attraction in terms of offer. Connections between the two would also be encouraged - both in terms of physical access and pathways, but also in terms of programming and marketing.

Comparator nature reserves

The river banks and wetlands of Melksham are teeming with life. Home to herons and kingfishers, as well as a welcome haven for migratory wading birds and rare dragonflies. The creation of a new wetland reserve will help mitigate the environmental impact of the proposed development.



Wildfowl & Wetland Trust Slimbridge, Gloucestershire
The first WWT site offers a wide-ranging visitor experience



RSPB Rainham Marshes
Stunning ancient marshland with award-winning visitor centre, family discovery zone and extensive trail network



Wildfowl & Wetland Trust Castle Epsie, Co. Down
A state-of-the-art, sustainable green tourism development on the wetlands

THE OFFER – WILTSHIRE LIFE



The development of a new visitor attraction should contribute towards the increase in number of day and overnight tourists, as well as offering something for local and regional visitors. This attraction would need to be of a significant size in order to offer enough to the group market, and pull in visitors from the surrounding catchment.⁸

There are a number of options for the proposed visitor attraction, although engagement has shown that stakeholder preference is for an attraction that is:

- Sensitively developed to complement the other offers e.g. wetlands nature reserve, holiday log cabins etc.
- In keeping with the surrounding environment
- Appropriate for Group Tour Operators - so hands-on, interactive and closely allied to Wiltshire
- Suitable for families, and offering enough to entertain in all seasons
- Accessible and welcoming, priced fairly so as not to discourage visitors and encourage repeat use by both tourists and local residents

⁸ pers comms, David Andrews, Visit Wiltshire

Proposed visitor attraction – Wiltshire Life

A visitor attraction inspired by the working life, landscape and heritage of the local area would likely be of interest to both families and Group Tour Operators. There are a number of helpful comparators, such as Kent Life and Skansen in Sweden, and outdoor farm experiences, such as Cotswold Farm Park in Gloucestershire. The challenge is ensuring that this visitor attraction appeals to families, groups and tourists without becoming too focused on one audience. It should include:

- A rare breed conservation farm will enable access to Wiltshire breeds; offer a glimpse of Wiltshire's farming heritage; and act as the connection between the Wiltshire Life visitor attraction and the neighbouring Wiltshire Wildlife Trust reserve and their work.
- There will be practical opportunities for people to get involved, e.g. milking, weaving, cheese-making, as well as a vibrant events and activity programme e.g. seasonal fairs, children's activities, outdoor performances etc.
- Visitor facilities will be provided in an architecturally inspiring, yet environmentally sensitive, building.
- A high quality cafe and retail offer will highlight the best of Wiltshire, with a focus on locally-produced goods and artisan foods.
- The offer will attract repeat visits by local people with resident discounts and relevant programming e.g. Farmers Markets to encourage repeat visits.
- High quality, nature-inspired destination play will attract families.
- A network of trails will encourage people to explore the landscape and experience rural Wiltshire - including the Wiltshire Wildlife Trust reserve.
- A combined offer with the Wiltshire Wildlife Trust reserve will offer local schools a full day learning visit.

Engagement will take place with Holbrook Dairy Farm, on the current site of the proposed visitor attraction, to identify their needs and how the project can work with them.



The history of Melksham

Melksham was primarily used for dairying - it is believed that the name Melksham comes from 'meoloc' meaning 'milk' - with dairy farming being the focus of working life in the town for many years. Weaving and cloth-making also feature heavily in the town's history, with Matravers Mill, the last working mill in the town, now incorporated into the Cooper Avon Tires Factory.

Comparators

There are a number of key comparators, both in the UK and Europe. These examples are highly relevant to the future concept for Melksham - a strong commercial retail and food offer, with authentic experiences related to agriculture, and reaching a wide audience through a good mix of attractions such as play.



© Gracious Interiors

Skansen, Sweden – open-air museum

- Miniature historical Sweden, founded in 1891
- Buildings illustrate the different social conditions in which people lived in between the 16th century and the first half of the 20th century
- 150 houses shipped to Skansen and painstakingly rebuilt (only three are not original)
- Domestic and wild Nordic animals e.g. bears, wolves and lynx
- Programme of activities to mark particular occasions e.g. Christmas market attracts 25,000 visitors every weekend
- Five restaurants and four shops
- 1.3 million visitors each year
- 75 acre / 300,000 metre squared site



Kent Life, UK - rural heritage experience, operated by Continuum

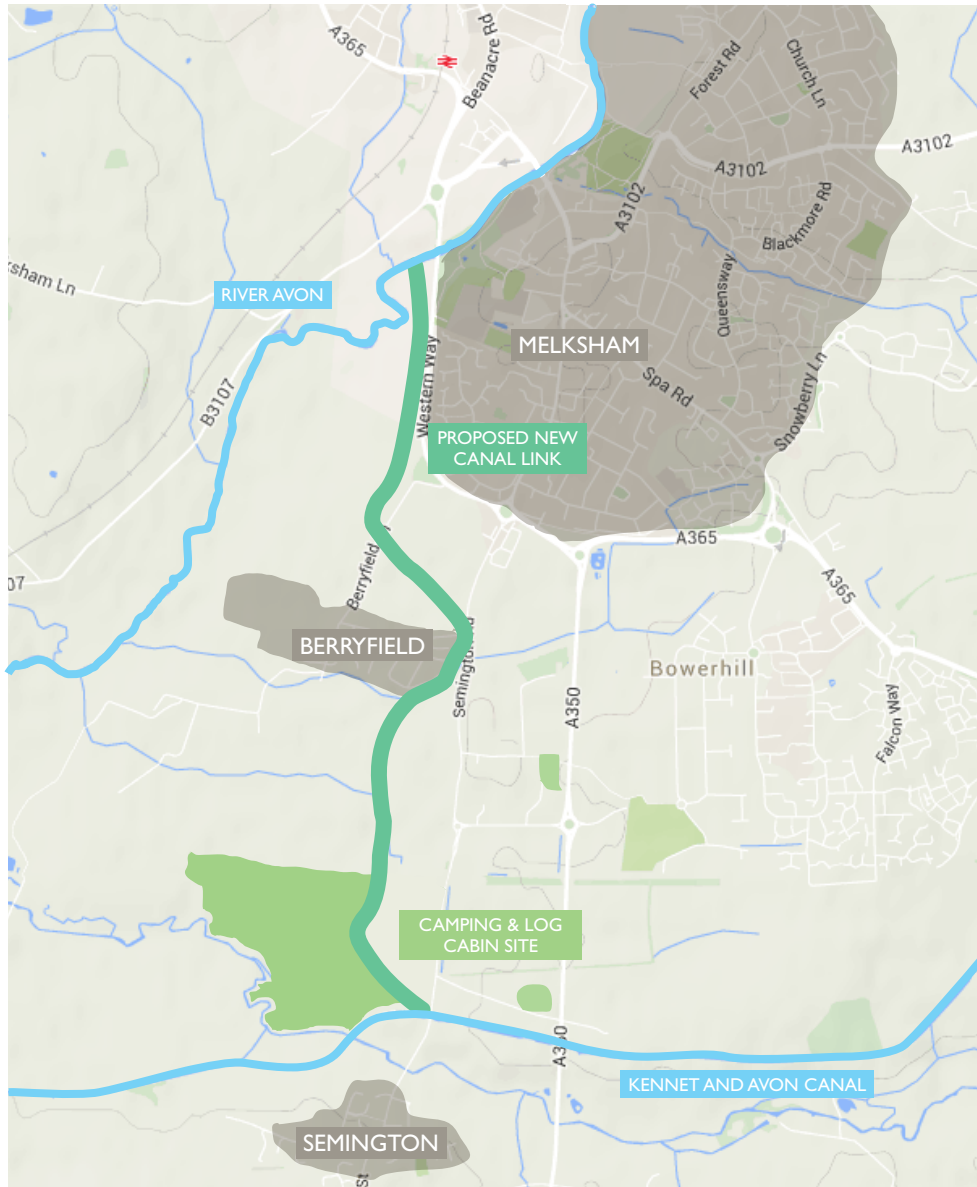
- Vintage Village with farmhouses, WW2 cottages, Village Hall, the Granary, the Oast House, traditional Hoppers' Huts, and working Blacksmith's forge
- Celebrates 150 years of life in Kent
- Kentish Gardens and family play
- Farmyard and nature, showcasing and breeding traditional farm animals
- Two cafes and one shop
- 124,619 visitors (2013) / projected 133,140 (2014)
- 28 acres / 101,170 metre squared site



Cotswold Farm Park - winner of the 2014 National Farm Attractions Network Awards

- Rare breeds, including cattle, goats, sheep, pigs and horses for education, research and produce
- Daily farm activities in a Demonstration Barn that follows the farming calendar
- Three food and beverage offers: Adam's Kitchen restaurant, serving food produced on the farm; Stables Snack Bar; Old Spot Bistro
- Farm Park Shop selling branded merchandise, souvenirs, meat and eggs from the farm and local food produce
- 40 pitch caravan and camping site

PROJECT DEFINITION – ACCOMMODATION



There is an opportunity as part of this project to develop a range of accommodation options that address the lack of accommodation in the area, as identified in a recent report:

“There are frequent shortages of all forms of visitor accommodation in many parts of Wiltshire during the peak summer months and often at weekends for much of the year.”⁹

**Wiltshire and Swindon Visitor Accommodation Futures,
Hotel Solutions**

A new hotel near The Milk Churn pub with ideally 60-70 rooms; a smaller boutique spa hotel next to the marina; and a camping and log cabin site that provides basic camping facilities, glamping and log holiday cabins for all-year round use are proposed as part of this project.

Hotels

The Wiltshire and Swindon Visitor Accommodation Futures report identified a market for new build pubs with adjacent budget hotel bedrooms, outside Chippenham and possibly Melksham and Trowbridge. The plan to develop a 60-70 bed affordable hotel next to the Milk Churn outside Melksham falls into this category. A number of well-known operators have already expressed an interest in expanding their presence in the Wiltshire market, including Premier Inn, Travelodge, Ibis etc.

⁹Wiltshire and Swindon Visitor Accommodation Futures, Hotel Solutions, 2014

The report also identified the market for a new spa hotel, either as a new build or if a suitable property could be found for conversion. This could potentially be located by the marina, as the high-quality accommodation offer in this development. There is an appealing and marketable link here to Melksham's past as a former potential spa town that was never fully realised. In the eighteenth century, local residents found springs in the area whilst searching for coal, and developed plans for hot and cold baths, pump rooms and a crescent of lodging houses. Due to the popularity of nearby Bath, the plans were never implemented although three historic houses still stand today in a part of Melksham known as 'The Spa'. Capturing this forgotten historic connection could be an interesting part of the hotel's brand and marketing strategy.

“There is clear scope for significant expansion of this type of accommodation, which would be entirely appropriate to encourage in rural Wiltshire and Swindon's countryside.”¹⁰

Wiltshire and Swindon Visitor Accommodation Futures,
Hotel Solutions

Camping and log cabin site

Almost half of Wiltshire is a designated Area of Outstanding Natural Beauty (AoNB) - an area of nationally important landscape protected for their outstanding natural beauty. Melksham is located right in between the Cotswolds AoNB and the North Wessex Downs AoNB, so whilst not directly located within one of the designated boundaries, the surrounding landscape is significant and any developments must be sensitive and appropriate. For this reason, it has been recommended that holiday lodge parks are more suitable, rather than, say, caravan holiday home parks.¹¹

Eco lodges, small complexes of holiday lodges, glamping and farm-stay accommodation have also been identified as being of short supply in Wiltshire.¹² There is an argument for the Melksham Canal Link project accommodation offering a range of different accommodation types, with some basic camping, some glamping or boutique camping and some holiday lodges.

This mix of accommodation types would enable the owner to continue generating income all year round, especially through the winter months when camping and glamping is not such a desirable option. The key here is ensuring that each of the different options feels like a distinct experience, rather than being one part of a larger 'holiday camp'.

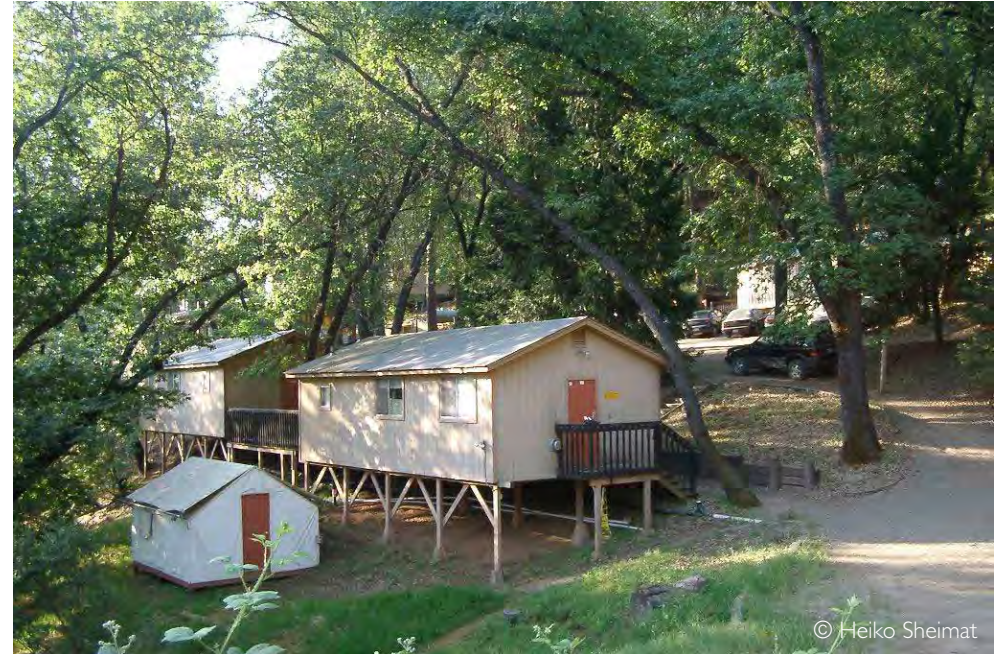
¹⁰ ¹¹ ¹² Wiltshire and Swindon Visitor Accommodation Futures, Hotel Solutions, 2014



Comparators

Featherdown Farms, nationwide

- Seasonal luxury camping
- Working farms provided with fully equipped Feather Down tents between Easter and October
- 36 sites across the UK
- Have expressed interest in being represented in Wiltshire
- Reasonable density of sites in the south and south west, so quality of farm partner and farm activity would be important.



Yosemite Bug, USA

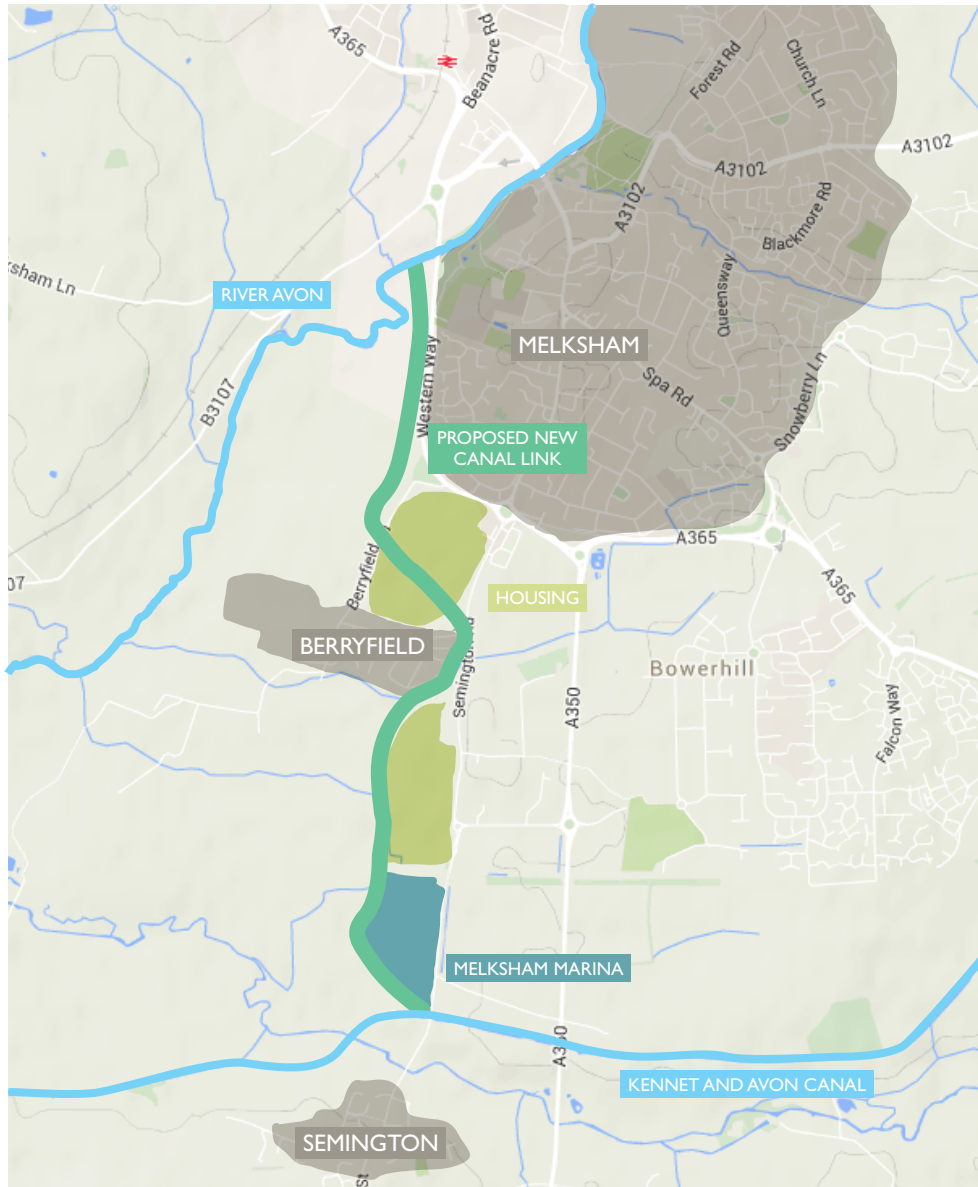
- Rustic mountain camping near the Yosemite National Park
- Variety of lodgings from private rooms in cabins, vacation rentals, to tent cabins and hostel dorms
- Also a yoga studio, massage and treatment rooms, as well as herbal or salt & essential oil steep baths, a hot rock sauna and hot tub



Fforest, Wales

- Describes itself as a campsite for all seasons
- “Not a campsite – an antidote to a busy modern world”
- Range of accommodation:
 - Nomads – traditional Dutch tunnel tents with two sleeping pods and deck
 - Domes – with all weather camp kitchen, dining area and outside deck
 - Threepi – with canvas skin, woodburner and deck
 - Croglofts – crofter’s cottages
 - Campshacks: two tent pods with adjoining kitchen and dining area
- Log cabins, nomads and domes offered at Fforest’s Manorafon site
- Activities programme includes woodland crafts, climbing and abseiling, tree climbing, kayaking and coasteering

THE OFFER – MELKSHAM MARINA & HOUSING



Melksham Marina

The development of the marina is pivotal to the project, as it will provide access to the waterways, as well as creating a waterside destination. Marina developments stimulate a wide variety of development, including hotel and residential accommodation.

The number of berths accommodated within the marina will be around 200 (tbc) and a marina visitor hub will also provide services such as toilets, showers, laundry facilities and a small shop with basic provisions.

Independent pub chain Hall and Woodhouse has pledged £500,000 for land to build a pub by the marina, complementing the nearby Milk Churn pub, which they also operate. Quality food and beverage in this area will help contribute to the creation of a destination hub.

Housing

Four plots have been identified for housing development with a proposed 520 units, some of which are directly canalside. Generating financial contributions from housing developers and residents should be explored as part of the development of the housing schemes. This would build on the success of comparator projects whereby residents contribute a small annual amount to the maintenance of the reserve given the benefits of living so close to such a valuable area.

THE OFFER – CYCLING AND OTHER ACTIVITIES



This area also has the potential to become a cycling hub, with canal towpaths enabling the connection of cycling routes as well as waterway networks. Bikes could be hired from the marina area, which is well-placed to become a vibrant place of activity, and link in to recognised cycle routes along the Kennet and Avon Canal and beyond. This activity is likely to appeal to the overnight visitors staying in the nearby hotels and camping ground.

Walking and rambling routes will also be considered in the development of the Masterplan – across the whole site area, but also to ensure strong connecting pathways between Wiltshire Life and the Wiltshire Wildlife Trust reserve. Again these should link in to existing networks of paths. There is also the opportunity to develop a range of canal-based activities, such as kayaking and canoeing.

NEXT STEPS

The main next step is the Development of Masterplan. This will include:

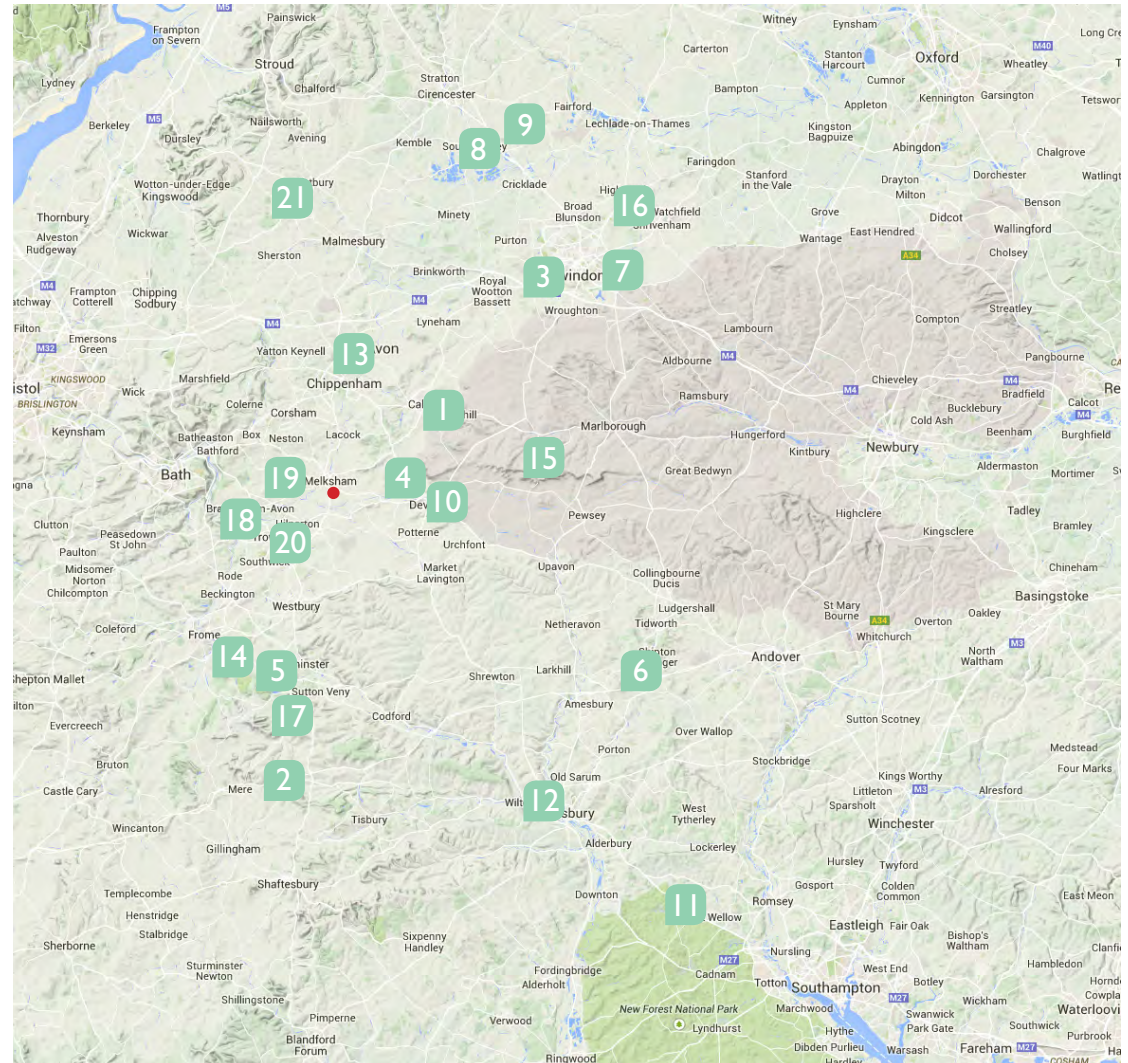
- Fully costed and detailed Business Plan and Financial Models
- Governance structures to deliver the project
- Outline operator Options Appraisal and Soft Market Test activity
- Conservation Plans including Statements of Significance
- Funding Strategy
- Interpretive Masterplan articulating offer and experience in details
- Landscape and Architectural Plans
- Design Guidelines
- Spatial Affinities
- Transport and Infrastructure Plan
- Consultation and stakeholder engagement with e.g.
 - Wiltshire Wildlife Trust wardens
 - Melksham Town Council and Melksham Without Parish Council
 - Community of Berryfield

APPENDICES



COMPARATORS – OUTDOOR ATTRACTION

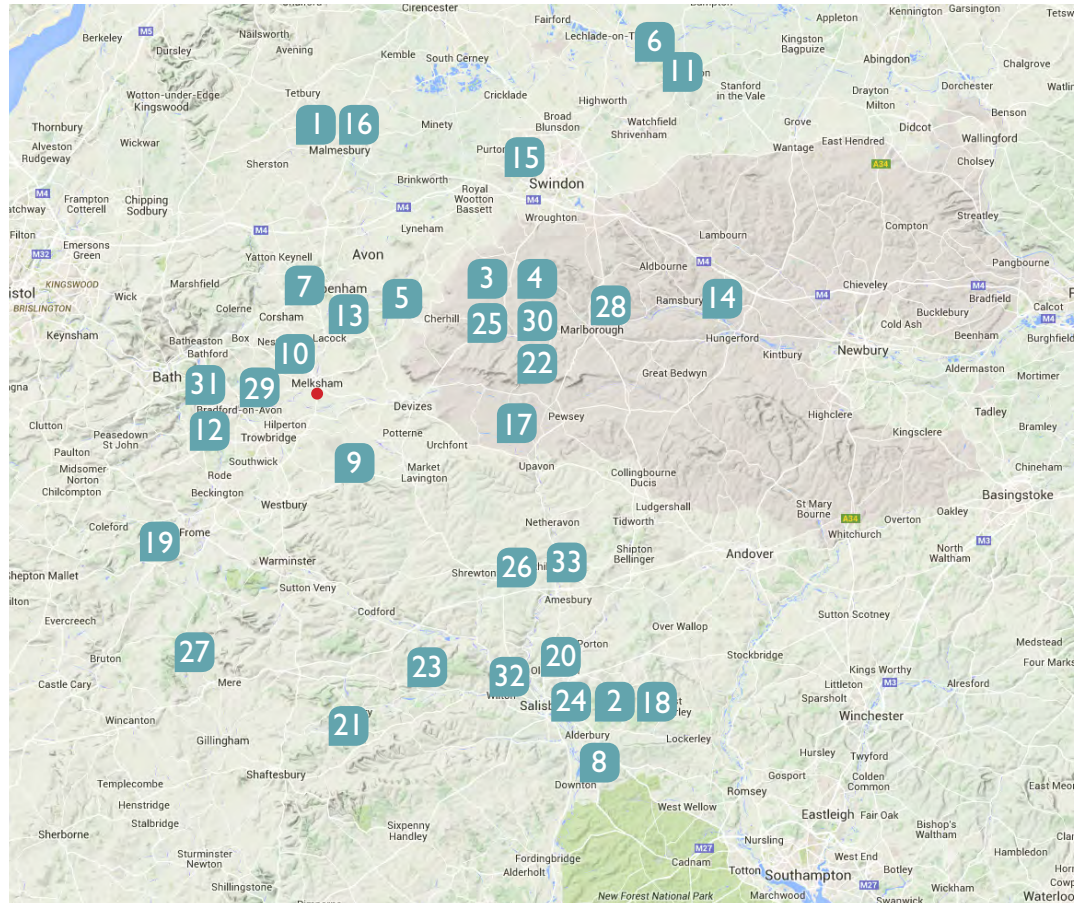
		Average price £10.27
1	Blackland Lakes	Camp pitch: £25.75 (family)
2	Bush Farm Bison Centre	Adult: £7.50, Child: £4.00
3	Butterfly World	Adult: £4.95, Child: £4.95
4	Caen Hill Locks	Free
5	Center Parcs Longleat Forest	Weekend stay for family: approx. £800
6	Charlie's Rare Breeds Farm	Adult: £6.95, Child: £6.95
7	Coate Water Country Park	Free
8	Combat Splat	£15.00 (minimum)
9	Cotswold Water Park	Free (charges for activities)
10	Drew's Pond Nature Reserve	Free
11	Forest Falconry	Half-day experience: £72
12	Harnham Water Meadows	Free
13	John Coles Park	Free
14	Longleat Safari Park	Adult: £31.95, Child: £22.95
15	Pewsey Down Nature Reserve	Free
16	Roves Farm	Adult: £9.00, Child: £7.00
17	Shearwater Lake	Free
18	Stowford Manor Farm	Camp pitch: £16.00 (minimum)
19	The Courts Garden	Adult: £6.55, Child: £3.25
20	The Hope Nature Centre	Adult: £2.50, Child: £1.50
21	Westonbirt Arboretum	Adult: £8.00, Child: £3.00



COMPARATORS – HISTORIC PROPERTIES

Average price £7.79

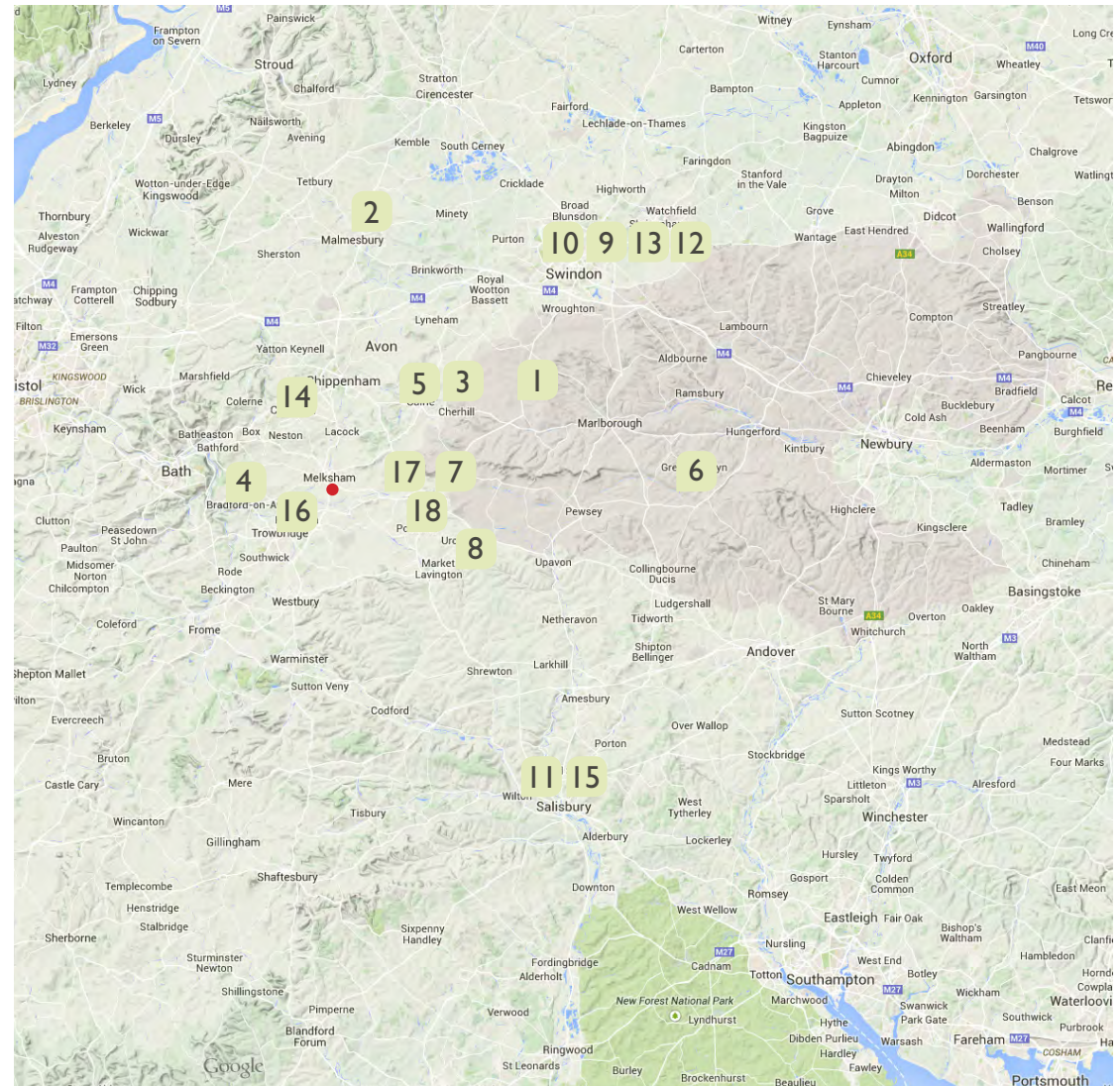
1	Abbey House and Gardens	Adult: £8.00, Child: £3.00
2	Arundells	Adult: £10.00, Child: £10.00
3	Avebury Manor and Garden	Adult: £9.00, Child: £4.50
4	Avebury Stone Circle	Adult: £9.00, Child: £4.50
5	Bowood House and Gardens and Adventure Playground	Adult: £11.00, Child: £8.50
6	Buscot Park	Adult: £10.00, Child: £5.00
7	Corsham Court	Adult: £10.00, Child: £5.00
8	Downton Moot	Adult: £3.00, Child: £2.00
9	Edington Priory	Free
10	Great Chalfield Manor	Adult: £8.40, Child: £4.20
11	Great Coxwell Barn	Adult: £1.50, Child: Free
12	Iford Manor	Adult: £5.00, Child: Free
13	Lacock Abbey	Adult: £11.20, Child: £5.60
14	Littlecote Roman Villa	Free
15	Lydiard House & Park	Adult: £4.70, Child: £2.30
16	Malmesbury Abbey	Free
17	Marden Henge	Free
18	Mompesson House	Adult: £5.70, Child: £2.85
19	Nunney Castle	Free
20	Old Sarum	Adult: £4.00, Child: £2.40
21	Old Wardour Castle	Adult: £4.20, Child: £2.50
22	Overton Hill	Free
23	Philipps House	Adult: £4.00, Child: Free
24	Salisbury Cathedral	Free
25	Silbury Hill	Free
26	Stonehenge	Adult: £13.90, Child: £8.30
27	Stourhead House and Garden	Adult: £14.70, Child: £7.30
28	The Merchant's House	Adult: £6.00, Child: £1.00
29	Tithe Barn, Bradford-on-Avon	Free



30	West Kennet Long Barrow	Free
31	Westwood Manor	Adult: £3.70, Child: £3.30
32	Wilton House	Adult: £14.50, Child: £7.50
33	Woodhenge	Free

COMPARATORS – MUSEUMS AND GALLERIES

		Average price £5.45
1	Alexander Keiller Museum	Adult: £4.40, Child: £2.20
2	Athelstan Museum	Free
3	Atwell-Wilson Motor Museum	Adult: £7.00, Child: £1.00
4	Bradford on Avon Museum	Free
5	Calne Heritage Centre	Free
6	Crofton Beam Engine	Adult: £4.50 - £.8.00, Child: Free
7	Kennet & Avon Canal Trust Museum	Free
8	Market Lavington Museum	Free
9	Museum of Computing	Adult: £2.00, Child: £1.00
10	Museum of the Great Western Railway - STEAM	Adult: £8.00, Child: £.600
11	Salisbury and South Wiltshire Museum	Adult: £8.00, Child: £.400
12	Swindon Arts Centre	Free
13	Swindon Museum and Art Gallery	Free
14	The Pound Arts Centre	Free
15	The Rifles (Berkshire and Wiltshire) Museum	Adult: £5.00, Child: £4.00
16	Trowbridge Museum	Free
17	Wadworth Visitor Centre	Free, Tours: £6.00 - £10.00
18	Wiltshire Museum	Adult: £4.50, Child: Free





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