

1. Executive Summary

Trowbridge Town Park is a valued public open space serving residents and visitors across the town. In early 2026, the Council undertook a public consultation on proposals to regenerate key areas of the park, including the play park, adventure golf facility, Park Hub kiosk and the introduction of two covered padel courts. The consultation ran from 2 March to 3 May 2026 and gathered responses from 631 participants through a combination of online and in-person engagement.

The overall response to the regeneration proposals was strongly positive, with the majority of respondents welcoming investment in the park and recognising the need for modernisation. There was widespread support for improving family facilities, creating a more vibrant and inclusive environment, and developing a park that can attract visitors from across the region.

Key themes to emerge from the consultation included strong demand for a larger, more adventurous and inclusive play area, with particular support for a splash pad or water play feature. Respondents prioritised year-round accessibility for the adventure golf course and favoured natural materials and sympathetic design across all elements of the proposals. For the Park Hub, a café-style offer with a broad and inclusive catering range was consistently requested. In relation to the padel courts, respondents preferred open, light and visually unobtrusive designs that integrate sensitively into the park setting.

Alongside this support, a number of concerns were raised. These centred on the potential noise and visual impact of the covered padel courts, the importance of safety, maintenance and management of the park over the long term, and questions regarding the financial sustainability of the proposed funding model. Respondents also frequently called for a holistic approach to regeneration that addresses the condition of the wider park alongside the proposed new facilities.

The findings of this consultation will inform the future design and delivery of the proposed improvements, ensuring they reflect the priorities and aspirations of the local community.

2. Introduction

Trowbridge Town Park is a key public open space within the town centre, supporting recreation, leisure, health and wellbeing for residents and visitors alike. As part of the Council's commitment to improving community facilities and increasing use of the park, a public consultation was undertaken on proposals to regenerate and enhance specific areas of the site.

The consultation considered improvements to the existing play park, adventure golf facility and Park Hub kiosk, alongside the introduction of two covered padel courts. The proposals aim to create a modern, inclusive and sustainable park environment that encourages active

lifestyles, enhances visitor engagement and strengthens the park's role as a valued community asset.

This report summarises the consultation process, feedback received from residents, stakeholders and park users, and the key themes identified during the engagement period. The findings will help inform the future design, development and delivery of the proposed improvements, ensuring they reflect the needs and priorities of the local community.

3. The Consultation

The consultation ran for two months, from Monday 2 March to Sunday 3 May 2026, and included a range of engagement methods to maximise public participation. Presentation boards displaying concept images, project information, financial details, timelines and proposed park locations were displayed at the Civic Centre reception throughout the consultation period. The same information was also made available online alongside a public survey to ensure equal opportunity for participation.

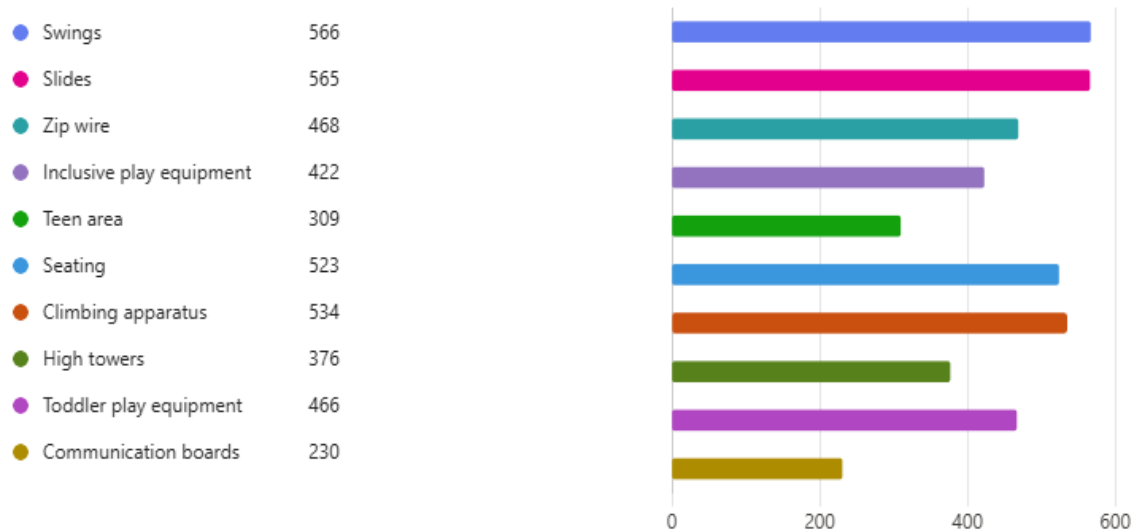
A series of in-person consultation events were held in locations including The Shires Shopping Centre and Trowbridge Town Park, with both evening and weekend sessions provided to maximise accessibility. Officers attended these events to answer questions and collect paper survey responses.

The consultation was promoted regularly through the Council's social media channels, with councillors also encouraged to share information within their communities. Local primary and secondary schools, community organisations, businesses, churches, mosques and groups representing disabled and disadvantaged communities were contacted to help broaden engagement across the town.

The survey was divided into four sections, allowing participants to provide feedback on each element of the proposals, including the overall regeneration of the park and the proposed funding arrangements. In total, 631 people completed the survey.

4. Play Park

4.1. What do you want the new play area to include? (Pick all that apply)



The consultation results showed strong support for a wide range of playground and recreational features, with traditional play equipment proving most popular. Swings and slides were the standout choices, followed closely by climbing apparatus and seating areas. Zip wires and toddler play equipment also received significant support, highlighting demand for facilities that serve a wide age range. Inclusive play equipment scored highly, reflecting the importance respondents placed on accessibility for all users.

High towers and dedicated teen areas received more moderate support, indicating interest in facilities for older children and teenagers, although these were not prioritised as highly as traditional play features. Communication boards received the lowest number of votes overall, which may suggest limited awareness of their role in supporting neurodivergent users, particularly given the strong support shown for inclusive play equipment more broadly.

4.2. After looking at the concept images above what appeals to you the most and why do you like these elements?

A clear theme throughout the responses was the desire for a larger, more modern and adventurous play area with a wide variety of equipment. Respondents showed particular support for features such as high towers, large slides, climbing structures, zip wires and similar active play elements that encourage exploration and physical activity. There was also consistent emphasis on providing facilities for a broad range of ages, with many respondents noting that current provision could better serve older children and teenagers.

Inclusivity and accessibility were identified as key priorities, with many comments supporting inclusive play equipment and the creation of a safe and welcoming environment for children of all abilities. Themed and visually engaging designs were also popular,

particularly castle-themed concepts linked to Trowbridge's heritage, creating a distinctive and imaginative play space.

Family-friendly facilities were another recurring theme, with respondents valuing seating areas, open spaces, kiosks or cafés, and features that encourage families to spend more time in the park.

4.3. Do you have any ideas or comments you would like to share?

One of the strongest themes to emerge from the responses was support for a splash pad or water play feature, with many respondents viewing this as a significant attraction that would encourage more families to visit Trowbridge Park and increase footfall in the town.

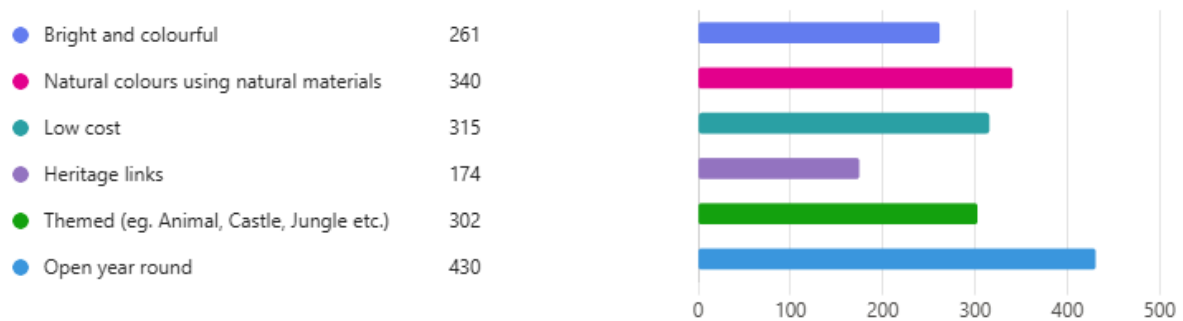
Comparisons were frequently made with nearby towns such as Melksham and Warminster, where similar facilities have been well received. Respondents also expressed a clear preference for a larger, more ambitious and adventurous play space, including features such as climbing towers, trampolines, obstacle trails, zip wires, agility equipment and sensory or imaginative play elements. Many comments highlighted the importance of providing a modern, high-quality facility befitting the county town and capable of attracting visitors from across the region.

Inclusivity and accessibility were recurring priorities, with respondents supporting wheelchair-accessible equipment, sensory play opportunities, quiet spaces, accessible surfacing and improved toilet facilities. The importance of separate toddler areas and safer layouts for younger children was also frequently raised. Family-friendly supporting facilities were consistently requested, including additional seating, picnic areas, cafés or kiosks, bike parking, shade and improved year-round usability.

Concerns regarding safety, maintenance and long-term management also featured prominently, including issues relating to anti-social behaviour, vandalism, dogs, cleanliness and ongoing upkeep of equipment. Respondents also highlighted the importance of durable surfacing and effective drainage to maintain accessibility during wet weather. Some respondents questioned the cost of the proposals and the funding model, though the majority remained supportive of the overall regeneration plans. Environmental and design considerations were also important, with many respondents favouring natural materials, sustainable design approaches, softer colour schemes and landscaping that complements the wider park environment.

5. Adventure Golf and Park Hub

5.1. What would you like the adventure golf to be? (Pick all that apply)



The consultation responses showed that the highest priority for respondents was ensuring the adventure golf course is open and accessible throughout the year. There was also significant support for the use of natural colours and materials, indicating a preference for a course that blends harmoniously with the surrounding park environment. Affordability and themed design elements — including animal, castle and jungle themes — were also well supported, reflecting a desire for a visually engaging and family-friendly attraction.

Bright and colourful designs received moderate support, demonstrating that attractive and vibrant features remain valued within the overall design. Heritage-themed elements received the lowest level of support overall, suggesting that accessibility, affordability and visitor experience were prioritised over local historical theming.

5.2. Which of the concept designs do you prefer for the Park Hub and what is it you like about it?

The consultation responses showed a strong preference for Park Hub designs that use natural materials and blend harmoniously with the surrounding park environment. Many respondents favoured timber or wood-effect finishes and softer, more natural-looking buildings over bold or highly modern structures, describing these as more sympathetic to and in keeping with the park setting. Modern and visually attractive concepts were also well received, particularly where they appeared clean, welcoming and practical, while still complementing the wider park environment.

Functionality and year-round usability emerged as key themes, with many respondents emphasising the importance of open, accessible and family-friendly facilities, including good visibility, shelter, seating and practical amenities. Several respondents also highlighted the importance of the Park Hub integrating effectively with the adventure golf course and wider park activities.

5.3. What would you like the Park Hub to sell alongside the equipment hire?

The most consistent theme within the responses was strong support for a café-style offer providing hot and cold drinks and light refreshments. Respondents frequently mentioned coffee, tea, cakes and ice cream.

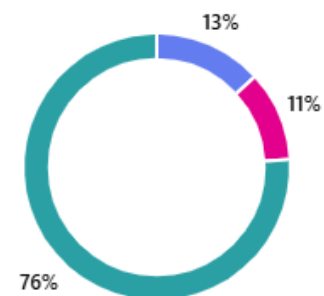
Respondents also highlighted the need for healthier and inclusive catering options, including fresh food, healthy snacks, vegetarian and vegan products, gluten-free choices and allergy-friendly options, demonstrating a preference for a broad and inclusive catering offer.

Practical visitor essentials emerged as another recurring theme, with suggestions including bottled water, sun cream, hats, waterproofs, first aid supplies and other convenience items for park users.

6. Padel Courts

6.1. Which design concept is your preferred design?

● A	83
● B	69
● C	479



6.2. Why do you like this design?

Responses showed a clear preference for padel court designs that appear open, light and visually unobtrusive. Respondents commented positively on concepts featuring large windows, transparent sides and layouts that maximise natural light, describing these as more welcoming, less enclosed and more in keeping with the surrounding park environment. There was also a clear preference for designs that blend naturally into the park setting, with many respondents favouring softer, lower-profile and less industrial structures that would sit comfortably within the surrounding landscape.

Designs perceived as overly bulky, dark or warehouse-like generally received less favourable feedback.

6.3. Do you have any concerns you would like to see addressed?

Many respondents raised concerns regarding the potential impact of the covered padel courts on nearby residents and the wider park environment, particularly in relation to noise generated during play. Respondents frequently requested noise mitigation measures, careful

positioning of the courts and appropriate operating hours to minimise disturbance, with several respondents specifically mentioning potential impacts on the adjacent Bowls Green.

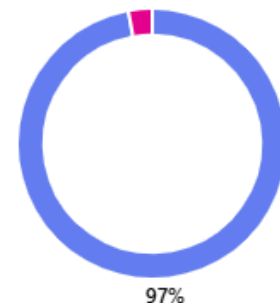
The visual impact of the covered structures was another significant concern. Many respondents stressed the importance of ensuring the courts integrate sensitively into the park setting and do not appear overly large, industrial or visually intrusive. Landscaping, natural materials and sensitive design were commonly suggested to help reduce the impact on the character of the park.

Lighting was also a recurring concern, with issues raised about potential light pollution affecting nearby homes, wildlife and the wider park environment, particularly during evening use. Suggested measures included minimising operating hours and using carefully directed, low-level lighting. Additional concerns related to anti-social behaviour, security and ongoing maintenance. Cost and funding were also raised, with some respondents questioning whether covered padel courts represented a priority investment and whether local demand justified the expenditure, though others were supportive where the proposals were seen to deliver wider community benefits and increased use of the park.

7. Overall Project

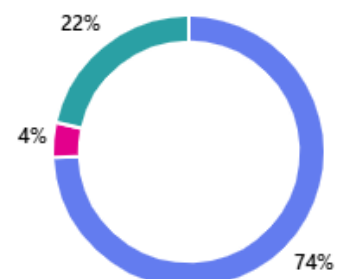
7.1. Do you agree that Trowbridge Park is in need of regeneration?

● Yes	613
● No	18



7.2. Do you support this "self-funding" model to avoid precept increases?

● Yes	469
● No	26
● Maybe	136



7.3. What concerns, if any, do you have regarding the Council taking a 20-year PWLB loan for this project?

Financial risk to the Council and local taxpayers was a prominent concern throughout the responses. Many respondents questioned whether a long-term loan represented good value for money, particularly given current economic uncertainty and pressure on public finances. Concerns were also raised regarding affordability and repayment, with respondents questioning whether income generated by the facilities would realistically cover operating and borrowing costs over the full loan period. Some respondents expressed scepticism regarding projected visitor numbers, long-term demand for facilities such as padel courts and adventure golf, and the overall financial sustainability of the proposals.

Alongside these concerns, there was also notable support for the investment. Many respondents viewed the proposals as a positive long-term investment in the town, particularly where improvements could increase tourism, encourage healthier lifestyles, attract families and enhance Trowbridge's visitor offer. Supporters frequently described the project as an opportunity to modernise the park and provide facilities befitting the county town.

7.4. Do you have any other comments?

A clear finding across the responses was strong public support for the overall regeneration project. Many respondents welcomed investment into the park and viewed the proposals as an opportunity to modernise the area, improve family facilities and create a more attractive destination for residents and visitors. Several respondents also noted the potential economic benefits for the wider town centre through increased footfall and tourism.

A particularly common request was for a splash pad or water play area, with many respondents citing the popularity of similar facilities in nearby towns such as Melksham and expressing a desire for Trowbridge to offer something equivalent. Respondents also emphasised the importance of creating a more vibrant and family-friendly park environment. Suggestions included cafés, picnic areas, seating, inclusive play facilities, sports opportunities, and events and activities to encourage year-round use.

Safety, maintenance and anti-social behaviour were recurring concerns, particularly in relation to vandalism, litter, security, lighting and behaviour in surrounding areas such as nearby car parks. Respondents stressed the importance of ensuring the park remains clean, safe and well maintained over the long term. A further recurring theme was the desire to improve existing areas of the park alongside the proposed new facilities. Respondents frequently referenced the pond, bandstand, landscaping, pathways, toilets and wider infrastructure, with many calling for a holistic approach to regeneration across the entire park.