

# CASE STUDY



## KEY CHALLENGES

In 2024, the Forest Community Centre in Melksham suffered extensive damage following a devastating arson attack. The incident left the building unsafe, the outdoor space unusable, and the community without a vital hub for social connection, support services and recreational activities.

Beyond the physical damage, there were wider community challenges:

- A loss of safe, accessible space for local groups and families
- Heightened concerns around security and vulnerability to further vandalism

The need to restore confidence so the centre could resume delivering essential activities such as food distribution, community clubs and social events

## ACTIONS TAKEN

To support Selwood Housing and the local community in rebuilding the centre, ABP donated £2,000 as part of the Social Value offering to Selwood Housing, through their Stronger Communities Fund - an initiative designed to help projects that directly benefit local residents.

This funding was used to:

- Remove the damaged BBQ shelter, clearing unsafe and unusable outdoor space.
- Part fund a brand new CCTV system, reinstating safety and helping to prevent future incidents of criminal damage.

## OUTCOMES

The centre has since reopened as a fully revitalised, safe and welcoming community hub, with activities now thriving once again. It now supports hundreds of residents every week, hosting a range of activities that have helped restore the centre's role as a vital lifeline for residents of all ages across Melksham. The newly installed CCTV has improved security and restored confidence among staff, volunteers and community members.

The project stands as a powerful example of how targeted funding, trusted partnerships and community resilience can transform hardship into hope.

## REFLECTIONS

This initiative demonstrates the real impact of social value investment when organisations collaborate with purpose. By responding quickly and funding practical solutions, ABP and Selwood Housing were able to:

- Restore a safe, functional and inclusive community asset.
- Address long term safety issues by investing in protective infrastructure.
- Enable community groups to return stronger than before.

As noted during the site visit, the transformation shows "what a fantastic outcome" can be achieved when organisations and residents work together to rebuild opportunities,

connections and pride in a local neighbourhood.

The rebuilt Forest Community Centre is not just a repaired building - it is a symbol of collaboration, resilience, partnership, and the lasting social value created when investment meets need.



**BEFORE**



**AFTER**