



PRESS RELEASE

1 May 2024

Lifetime Achievement Award for Robert Hiscox

On Tuesday, 30 April in the presence of invited guests and Councillors, **Robert Hiscox** was presented with a lifetime achievement award by the Mayor of Marlborough, Councillor Nicholas Fogg MBE. In making the award the Mayor quoted John F Kennedy: “He does more honour to the honour than the honour does to him”.

In accepting the award, Robert said it was always a pleasure to drive towards Marlborough, and that his motives for the contribution he had made were simply to bring benefit to the town and expand and support the ways that others could enjoy it, including expanding cultural opportunities.

His most recent contribution resulted in the opening of The Parade Cinema – officially opened by Queen Camilla in 2021 when she was the Duchess of Cornwall¹. The Parade is much more than a cinema, offering annual festivals and many other events, with the added benefit being a very smart restoration of one of Marlborough’s historic buildings which had long been in decline. He said the idea for the cinema began when he noticed there wasn’t too much choice for the people of the town in the evening other than visiting a pub.



The Mayor listed many of the benefits Robert’s quiet endeavours have brought to residents and visitors to the town:

¹ <https://www.marlborough-tc.gov.uk/news/news-articles/2520-royal-seal-of-approval-for-cinema>

- He saved the White Horse Bookshop² which as an independent retailer is a rarity in its field these days and is a great asset to the town, offering a gallery and regular events.
- After the Kennet Valley Arts Trust had striven for years to establish a theatre/cinema in the town, without success, it was Robert's intervention that enabled the Parade Cinema project to happen, raising the necessary funding and acquiring the building, the conversion of which is a fine example of a new use for an historic building. As well as achieving the object of providing Marlborough with a much-admired cinema - it is currently in the running for a national award – the project has reached out to disadvantaged people. It also organises the annual Parade Festival, a free event much enjoyed by the people of the town and was officially opened in 2021 by our current queen.
- Robert provided funding for the Priory's community bus, which has proved a considerable asset.
- He was a consistent sponsor of the Jazz Festival and was the first sponsor of the Literature Festival³ and has continued to be ever since.
- Robert is a great supporter for Swindon 105.5 FM Community Radio⁴

Robert has also served as the county's High Sheriff and is a former Deputy Lieutenant. He is the Chairman of the Bobby Van Trust⁵ which provides home security for elderly, vulnerable and disadvantaged people throughout Wiltshire, including Marlborough.

Richard Spencer-Williams

Richard Spencer Williams, PSLCC
Town Clerk

² <https://www.whitehorsebooks.co.uk/>

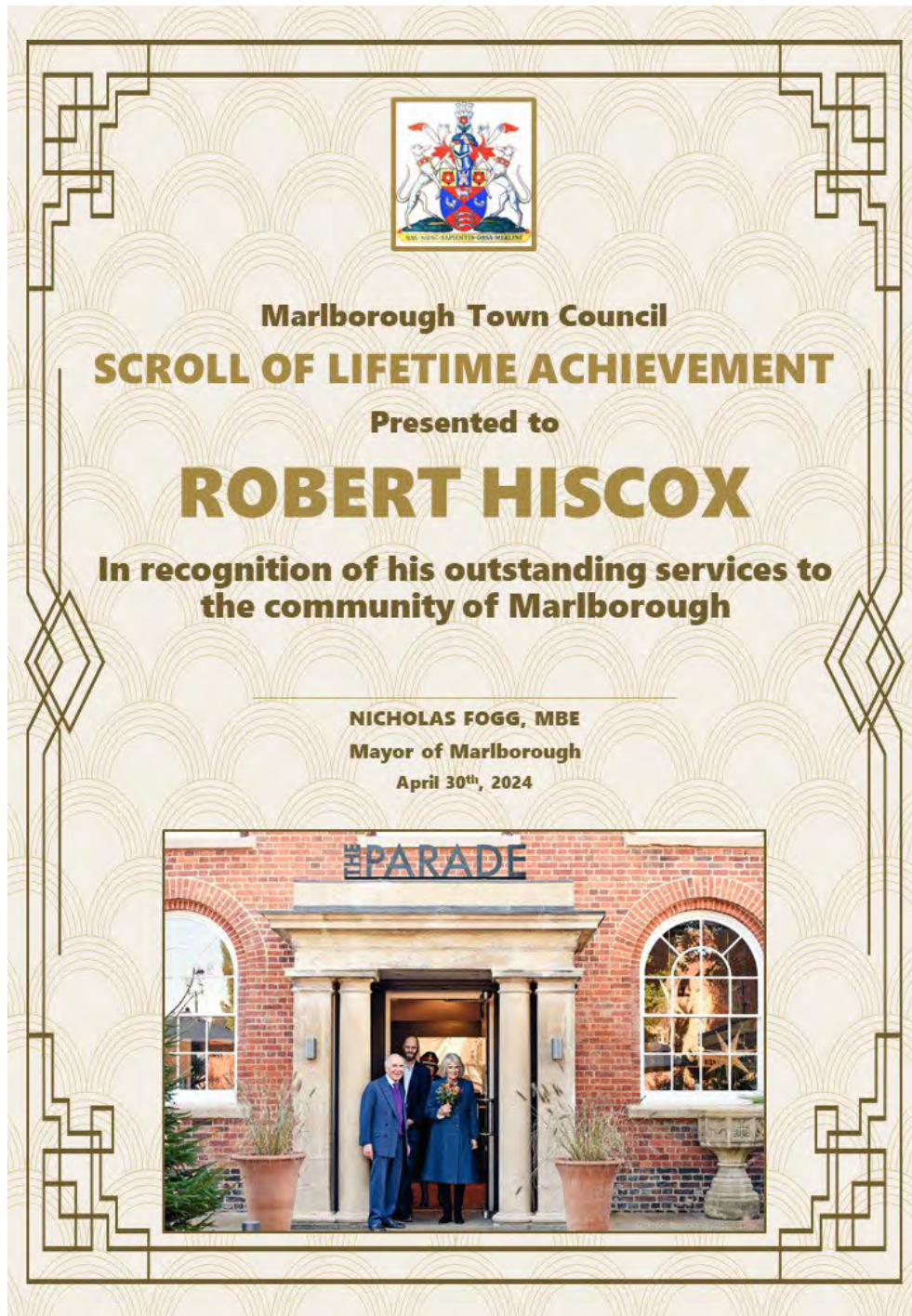
³ <https://www.marlboroughlitfest.org/>

⁴ <https://www.swindon1055.co.uk/>

⁵ <https://www.wiltshirebobbyvan.org.uk/>

Notes to editors

It has been the practice for the Town Council to make a one-off award to people whose contribution to the town have been truly exceptional. This has been occasional, a recognition of someone's remarkable services to the town over a significant period.



The last recipient of this award was in 2017 to recognise former Mayor, Tony Gray⁶, whose considerable service included saving the traditional Mop Fairs after they were threatened on health and safety grounds.

⁶ <https://www.marlborough-tc.gov.uk/news/news-articles/1657-lifetime-achievement-award>



Photo: Victoria Tapper Photography courtesy of The Parade Cinema