



## Calne Area Board Update Report – March 2018

### Who we are

- Calne Our Place (COP) is an independent, voluntary, non-profit making group working to make the Calne community area a better place for residents, businesses and visitors.
- Calne Our Place is committed to the promotion of cultural, social, environmental and tourism opportunities in the Calne community area of Bremhill, Calne, Calne Without, Cherhill, Compton Bassett, Heddington and Hilmarton.

Membership is open to any member of the Calne area community, whether they are residents or involved in businesses within the community area.

We have had a very busy and successful year and the Calne Our Place project has moved on strategically in a very real way – at the end of the year we can look back on what we have achieved and look forward with confidence to 2018.

### Key achievements for 2017 have been:

- Great West Way (formerly A4 Tourist Route); this gone from strength to strength and has been a particular success; we continue to work closely with Visit Wiltshire and others including towns and parishes in the area to develop and market the concept. We are now awaiting a formal launch and are monitoring developments to ensure Calne continues to be recognised and retains its profile when set against more established tourist destinations.
- During the year, we have held several productive meetings with Visit Wiltshire to support the development of the Great West Way and to position Calne at the centre of the GWW Route between London and Bristol. We have actively built a close working relationship with the management of Visit Wiltshire and plan to be involved in the early promotions and marketing of the new GWW logo and App to be launched in Spring/Summer 2018.
- We are working with Wiltshire College to build a new website for Calne Our Place. The three degree level (B.Sc.Hons., Applied Computing) students developing a new website [www.visitcalne.co.uk](http://www.visitcalne.co.uk) for COP are making steady progress as part of their two year work experience programme at Wiltshire College, Chippenham
- In October, we submitted our detailed application for LEADER Funding for £38.3k to finance our Calne A4 tourism plans to promote our cultural and heritage attractions. This grant application includes finance for improved signage in Calne; quotes for promotional videos on the A4 using a classic car from AWMM and drones featuring the Cherhill White Horse, Calne Heritage Quarter and Bowood; Heritage Centre improved display equipment projects; quotes for more CCTV systems in St. Mary's Church to give extra security to allow the church to stay open longer to facilitate increased tourism; and new website developments to

integrate our Marketing and PR activities more closely with current and future VisitWiltshire websites to increase tourism.

- We have worked with Wiltshire Highways and Calne Town Council with great success to get the necessary planning permissions and approvals from CTC, Visit Wiltshire and Wiltshire Highways Department for the new Boundary Signs (Welcome to Calne. A Town of Discovery) and Heritage Quarter Car Parking signs which were erected by Wiltshire Council Highways Department last month. Calne Our Place would like to offer heartfelt thanks to the Calne Town Council and the Calne Area Board for donating the necessary grants in order to deliver this project.
- One of our main aims for 2017 was to extend the scope of **Heritage Week** into the wider community area. We established a base for further extension by organising events in Derry Hill and East Tytherton and walks on Morgan's Hill and the Cherhill Downs, which were all well attended. The whole week was successful involving well over 1,000 visitors. Chippenham Museum impressed by the range of Calne Heritage Week expressed an interest in the possibility of some joint publicity. This will be investigated more fully in 2018.
- The **Word Fest** Festival held at the end of September, 2017 was a success with over 1000 residents involved in the Planetarium Event including 9 primary schools, home educators and Springfield. The Word Trail was supported well again by Calne businesses and schools with families enjoying the hunt. The Family Fun Day at Bremhill Club was very well attended by families with young children and there is obviously demand for this type of event. The pub quiz is gaining momentum with more pubs involved.
- In order to promote Calne as a Town of Discovery at the centre of the Great West Way, we have started to work more closely with the leading historians in Calne to identify prominent historical people with a strong connection to Calne, especially those we can link to some form of "Discovery". We also have initiated plans to develop the Heritage Quarter as a source of "hidden gems" which will appeal to visitors and tourists as they travel between Windsor, Stonehenge, Avebury and Bath
- At the COP's AGM in January, 2018 the revised COP Constitution was accepted and included a new aim to 'Foster friendship between all the communities of the Calne community area, and will include the communities of our twin towns:- currently Charlieu (France), Eningen (Germany)and Caln Township (USA)'. At this AGM, a new Project Group (PG) was set up, namely the Twinning PG.