



Calne Area Board Update Report – May 2019

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.

Key achievements for this period have been:

1 Great West Way (GWW)

The first GWW travel magazine has now been launched during the English Tourism Week. It features 84 pages of informative articles and stunning photography. The Calne community area is well represented amongst these articles and photos. Logos of the GWW are starting to appear on the new road signage, (Note: Calne is the first town along the GWW to achieve this).

2 Leader grant projects

COP has been successful in securing a Leader grant of £34,554.80 for 4 specific projects:-

2.1 SIGNAGE

The first of these projects was for additional signage. As the photo shows, the new finger signs and display maps have now been installed around the town centre.

The justification for the additional signage was identified by a commissioned report in April 2017 by People & Places.

The cost of the signs was £10,537.20 and was mostly funded through the Leader grant (£10,322.40) with the remainder from Calne Our Place funds.

Upon installation, ownership of the signs was transferred to Calne Town Council.



2.2. St. MARY'S CHURCH CCTV

The second project was for CCTV to be installed in St. Mary's Church and linked to the town's CCTV system.

The system was installed by the local company responsible for the installation and maintenance of the town's CCTV system.

The rationale behind the additional CCTV was to allow St. Mary's Church to be open to the public for longer, whilst still maintaining some level of security.

The cost of the system was £6,188.40 and was funded entirely from the Leader grant.

Upon installation, ownership of the CCTV system was transferred to the Calne Blacklands Parochial Church Council.



2.3. VIDEO

The third project involves the production of a professional video showcasing the Calne Community area. The work is being produced by a local company and will involve filming from Beckhampton through to Bowood.

The filming is on schedule, bearing in mind most of the filming outside will start in the next week or two due to the spring flowers being at their best. Filming has already been conducted from a drone flying in parallel with a flying microlight at Yatesbury. In addition, drone flying has also been conducted inside the Atwell Motor Museum as well as supporting ground filming. Filming has also taken place over several days last month on 'Blue Sky days' of exterior shots around 'The Green' and the 'Heritage Quarter'. More filming will take place in these areas as more leaves grow on the trees.

The total cost of this production is £7,460 and is funded entirely from the Leader grant.

2.4. VISIT CALNE WEBSITE

The fourth project is the development and integration of the Calne website into the existing VisitWiltshire website. In a recent report by VisitWiltshire, it was stated that "the VisitWiltshire website, and the Visit Salisbury channel site, which we run in conjunction with Salisbury BID, received just under 3 million page views during 2018 as well as over 1 million users to the websites, which is a 5% increase on 2017".

Work, by VisitWiltshire, is progressing well on the VisitCalne website that will be fully integrated with the VisitWiltshire website. The website is being optimized for SEO (Search Engine Optimisation).

The work is on schedule for completion by the end of May although more work needs to be done on the various platforms of social media.

The cost for this work is £10,584.00 and is being funded entirely from the Leader grant.

3 Heritage

Work on the 2019 Heritage Week is almost complete with about 20 planned events. Plans are progressing for the Harris Tea Party (involving ex-staff members of the Harris factory) with the biggest emphasis on fund raising for this event. The theme of the Heritage Centre's Summer Exhibition will be on Samuel Taylor Coleridge

4 Calne Community Copse

Calne Our Place is pleased to welcome this new community group into the Calne Our Place family. The project aims to develop a copse where around 400 trees will be planted to commemorate the WW1 locals who fell in the Great War of 1914 – 1918. The idea being that this copse could be central and easily accessed by footpaths.

Although Wilts Council has given grants to all the parishes to plant the trees, additional funds need to be secured to cover both the set-up and first year's running costs. Hence, Calne Our Place has submitted a grant application, on behalf of the Calne Community Copse WG, to the Calne Area Board.