

Update for Calne Area Board

Update from	CCAP
Date of Area Board Meeting	February 2015

Headlines

- Calne Transport Strategy – Consultation Results
- Improving Tourism in the Calne Community Area

Calne Transport Strategy – Consultation Results

The process towards creating a Transport Strategy for Calne Community Area began with a list of objectives which were put forward by Calne Area Transport to CCAP as the first step towards a Transport Strategy. These were carried forward to the Scoping Meeting discussion of 3 December 2013 held by request of Cllr Alan Hill and involving a representative of the Town Council, Wiltshire Transport Strategy department and Wiltshire Passenger Transport Unit.

These objectives were to

1. Reduce traffic congestion and delays experienced within the town and to reduce the use of unsuitable routes as rural rat runs.
2. To create better environments for people, rather than vehicles, in the town and the community area villages.
3. To improve local air quality.
4. To support road safety initiatives.
5. To integrate development sites with established communities and the town centre to increase travel choice.
6. Promote healthier lifestyles for all residents particularly those of school age.
7. Reduce speed limits in all residential areas.

In order to transform these objectives into a Vision, Calne Area Transport needed to gather information about travel movements throughout the Community Area. A consultation process was agreed with the Wiltshire Council Transport Strategy senior officer and a survey was conducted during the period July to September 2014 using hard copies in locations throughout the town (Calne Leisure Centre, Beversbrook Sports Centre, the Community Hub, Calne Town Council Information Point, Calne Library, and also at the Divine Cafe, Cherhill, Compton Bassett, Hilmarton, Heddington Derry Hill and Stockley village halls) An online survey form was circulated by means of a link through the Community Hub website, Calne Environmental Network, the Town Council website and a number of other places.

500 hard copies of the Adult survey were distributed with 167 being returned. 42 on line forms were received. A total of 209 responses.

Update for Calne Area Board

At the same time a survey was conducted in local schools (Heddington, Cherhill, Hilmarton, Fynamore, Holy Trinity and John Bentley) in a slightly different form in order to test pupil response.

95 hard copy responses were received from the Pupil Survey.

6 on line responses were received. A total of 101.

When compiling the questions for the survey the CAT group gave care to refer to the Wiltshire Local Transport Plan, the Joint Strategic Assessment for Calne, the Wiltshire Core Strategy Transport and Development section, to the creation of the Calne Air Quality Management Area (AQMA) and the 2008 Climate Change Act.

Creating a Vision.

The next step will be to create a Transport Vision for Calne Community Area. In order to achieve this, a brief summary of some of the consultation responses relating to transport in the Calne Community Area is provided below.

Main Concerns arising from surveys

- Traffic Speed
- Road Safety
- Journey Time reliability
- Heavy Goods Vehicles
- Air Quality
- Road crossings for pedestrians and cyclists

Movement patterns

- 80% of weekly shop done by car
- 9.5% “ “ walking
- 2.4% “ “ cycle
- 8.1% “ “ other

Shopping venues in order of popularity

1. Calne
2. Chippenham
3. Multiple
4. On line
5. Devizes
6. Melksham
7. Swindon

School run

14.3% of the respondees did a school run and the majority of those used their car.

The Vision needs to take into account the following critical challenges.

- Town centre peak period traffic congestion resulting in delays and air quality problems

Update for Calne Area Board

- Reduction in strategic public transport connections in some parts of the community area
- Incomplete cycle routes and lack of comprehensive linkages across the town
- Pedestrian facilities. Footway widths are constrained with poor cambers and can be affected by on-street parking
- Calne Town centre is a historic environment but the public realm is heavily affected by the high degree of circulation of cars in the town centre.
- The historic built environment is an obstacle to town centre traffic planning.

Contact: Anne Henshaw - annehenshaw@freeuk.com

Improving Tourism in the Calne Community Area

A group working in the Calne area has been awarded £13,000 by the Government to develop proposals to increase visitor numbers - which are lower here than in other market towns in Wiltshire.

The challenge is to redesign the way tourism services are delivered locally to achieve better outcomes for the people that use and pay for them and in particular to improve:

- Visitor numbers and length of stay
- Employment opportunities
- Visitor and retail spend

Work already done has shown that the rich heritage of the area is currently under-exploited. Through work with Heavenly consultancy, an approach is being developed around the unique heritage of the 'Wiltshire cure', the meat curing process developed in Calne by the Harris brothers which is nationally and internationally known.

By reclaiming the curing process for Calne, the hope is to create a platform from which to deliver visitor activities and attractions, as well as opportunities for new events. Calne really is the 'Home of the Original Wiltshire Cure'.

This will be supplemented by proposals to:

- Create a Calne Heritage Quarter, showing our rich local heritage,
- Improve awareness of Calne as a gateway to nearby historic sites,
- Develop the A4 as a Tourist Route.

As these activities evolve, we expect to see increased visitor numbers, an increase in local jobs over time, and improved retail spend. The Our Place project involves a radical rethink of the way the community area is presented locally, nationally and internationally and will require a lot of hard work and significant resources to implement the ideas.

A Steering Group is driving the 2-year project forward with residents joining business members, community groups, councillors and council staff in a drive to engage more people and put Calne and the villages on the tourist map.

It's early days, yet there is a great deal of excitement and motivation amongst the Steering Group to position Calne as the home for the 'Wiltshire cure' process and the belief that this approach will help to achieve many other goals for our community.

There are opportunities to get involved and we particularly need help with fundraising and public relations.

Contact: Judy Edwards – jedwards@calne.gov.uk