



## Calne Area Board Update Report – March 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)

Calne's exposure, as part of the GWW, has massively increased and as an example, a VisitWiltshire press release resulting in coverage from at least 4 different national journals recommending Calne as a place to visit.

A GWW magazine will be produced with an anticipated print run of 100,000, a trade directory (27,000 copies already distributed) and a 'GWW rough guide' is due out in March. The Great West Railway has linked up with all the applicable bus and coach companies to offer a single ticket (to cover train and buses) for travel along the GWW. This ticket is initially aimed at foreign visitors, but will be also offered to locals as well.

#### 2 Leader grant projects

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

##### 2.1 SIGNAGE Chosen Supplier - Fitzpatrick Woolmer - Grant Rate Amount is £10,322.40

- Work has already started and is on schedule.
- There will 2 additional 'Welcome to Calne' signs that will be positioned on the roundabout at New Road, and at the town gardens to let visitors know that they are in Calne. The GWW logos will be added to these signs.
- There will also be more 'finger signs' and 4 more town maps (with 'you are here' points).

##### 2.2 VIDEO Chosen Supplier - Paul Stallard (Candid Pictures) - Grant Rate Amount £7,460.00

- Work has already started and is on schedule.

- The video will begin at Beckhampton and end at Bowood, identifying areas of heritage along the way.

**2.3. St. MARY'S CHURCH CCTV** Chosen Supplier - Smart Integrated Solutions - Grant Rate Amount £6,188.40

- Planning permission from Church authorities and method statements etc should be completed by first week of April 2019. Final testing of installation should be completed by the end of June 2019.

**2.4. VISIT CALNE WEBSITE** Chosen Supplier - VisitWiltshire - Grant Amount £10,584.00

- Work has already started and is on schedule.
- VisitWiltshire are integrating the Visit Calne website (produced FOC by Wiltshire College students) into the Visit Wiltshire website

**3 Heritage**

Sue had a meeting with Keri (blogger for Visit Wiltshire) who said how much she enjoyed her visit to Calne, and asked Sue to keep in touch as she would like to attend some of the Heritage Week events, and write a follow up blog. Sue has agreed to send her a copy of the programme once it is complete.

Regarding the 2019 Heritage Week, Sue in conjunction with Nick Baxter, will be organizing guided walks in the 'Footsteps of Samuel Taylor Coleridge' discovering what Calne was like two centuries ago.

Sue and Nick met with Ian Enters and Terry Sackett from the Friends of Coleridge Society to talk about the Calne connection to Coleridge. After realising that Calne was under represented on their own website they agreed to create a page for Calne on the Coleridge Society website. Nick will send them some material to put on it. Sue would also like to produce a leaflet on the Coleridge guided walks.

Sue would also like to encourage more 'stand alone' walks and is keen to develop longer walks on the outskirts of Calne out to the villages and will contact Peter Knight to ask if he is available to lead two of the walks in his book "Calne- Gateway to Ancient Wiltshire"

Sue has also been asked to produce another Harris Reunion during the Heritage Week.

**4 Pocket Park project**

This project, which is to introduce a 'pocket park' into the area between the Sainsbury's lower car park and the Co-Op 2<sup>nd</sup> car park has now been awarded £5,600 in local grants and are waiting to hear about the government grant application. Wilts Council has agreed to issue the licence starting on 18 March and the Men's Shed are working away on designs. It is aiming for an opening event at the beginning of July.

**5 Refreshed Art Trail**

The background behind this work is to refresh the existing Calne Art Trail leaflet that was printed prior to 1996. The new leaflet will be brought into line with the colour scheme and layout of the proposed Discover Calne leaflet.

## **6 Artwork on/in Retail outlets**

This is a proposal to cover up the brickwork on the some of the Wiltshire Council owned retail outlets in the Calne centre. The artwork would be provided by a local painter, Tash Deacon onto Foamex so that it is easily demountable. The reaction from Wiltshire has been very favorable although certain conditions need to be met.

It was felt that a 'quick win' could be to mount this artwork on the inside of an empty retail outlet which would reduce risk assessments etc. Wiltshire Council has confirmed that the ex-Community Hub could become available soon and has given provisional approval for the artwork to install in the shop windows after the shop has been cleared.

## **7 Fairtrade**

COP is proud to be associated with the Calne Fairtrade group and is delighted that they have been successful in making Calne a Fairtrade town..

## **8 Calne Clean Up Crew**

This project is going from strength to strength and is now trying to get people to adopt areas so that they can organize their own work. There are over 600 people on their Facebook page. Some of the local schools, including John Bentley, are going on a regular basis per term. There are a couple of window cleaners who have adopted a bus stop by cleaning the glass once a month.

Before the launch of the GWW, Cath would like to extend the litter picking scheme along the A4 to Beckampton, currently is stops in Cherhill.

Cath has approached a number of cafes who are offering free water fill ups in order to cut down plastic waste. The cafes that are participating will be displaying an appropriate window sticker.

In March, Cath is hoping to introduce a 'yellow fish' scheme where an awareness sticker will be fitted to drains to remind people that anything that they discard in the street goes into the drain before eventually ending up in the sea.