



Calne Area Board Update Report – May 2018

The following is a summary of recent progress with the Calne Our Place Tourism initiatives:

- Responded to further detailed questions from Community First about Calne Signage, PR Videos and St. Mary’s Church CCTV projects arising from an independent assessor appointed by DEFRA about our LEADER grant application.
- Working with Calne Town Council and Wiltshire Council to clarify ownership of the land on which the proposed new signage recommended by Calne Signage & Wayfaring Review by People & Places will be placed if the necessary permissions are granted and our LEADER funding application is successful.
- Initial discussions held with the Area Board to explore the possibility of funding requests to help the planning and installation of new improved signage in the town centre.
- Represented Calne at a Great West Way Ambassador’s Club meeting with 40 other Great West Way (GWW) partners at Hartham Park, Corsham.
- Initiated Calne - Town of Discovery meetings to identify famous Calne historical figures and “hidden gems” to agree a coordinated programme of promotional activities.
- Held a Calne PR Marketing and Branding meeting with Amy Nutland, Marketing Manager of Bowood House to agree future PR marketing collaborations with the Bowood Estate.
- VisitWiltshire negotiations held with David Andrews have resulted in Calne being given the opportunity to use the new GWW visual identity (logo) on our new boundary signs (Calne - a Town of Discovery). We are in discussions with VisitWiltshire for Calne to receive publicity at a national launch as the first town along the GWW to use their new branding marque. The exact colour and design of the GWW addition to the sign is subject to Wiltshire Council Highways approvals as well as all other County Council Highways authorities along the GWW from London to Bristol. An early proposed prototype sign layout is shown below but design changes to colours, layout and positions are likely to follow the outcomes of the VisitWiltshire and Wiltshire Council negotiations.



- In addition, Calne Our Place is including the litter picking voluntary group known as 'Cath's Clean Up Crew' into its family. COP will provide insurance cover and guidance to this fledgling group. Shane Hallett of Calne Rotary is providing risk management guidance whilst Dennis Robertson of CARP is providing the appropriate HR processes, A truly multi-agency effort.
- **Word fest** has been pretty busy with a variety of activities to promote, encourage and improve literacy in Calne.
 - **Pass on a Poem** A spoken word performance was delivered by *THEREBY HANGS A TALE PRODUCTIONS* with Magdelana Ruiz as Malinche and Tom Morris as Cabeza de Vaca. Anyone could attend and were invited to bring a poem to share on the theme of THINGS CHANGE or just sit and listen..
 - **World Book Day 23 April** was held in Calne Community Hub & Library.
 - **Folk music and a book spa.** Librarians helped people find books and offered advice on setting up a book club. Local authors were present. Wordfest organised publicity banners for this event.
 - **Adults LEARN TO READ** Course has started and has now been running for many weeks at Launch2. Learning this type of course is designed to teach adults with little or no literacy to read..
 - **Calne and Me** This is a verbatim project which Wordfest is working with the Children's Centre initially to compile a presentation of stories and experiences from Calne residents for April 2019. Currently working on Funny Parenting Stories.
 - **PUB IS THE HUB** Wordfest is in the early stages of working with Wadsworth Brewery to assist in making rural pubs more useful for the community.eg offering libraries, advice, children's groups, internet cafes, village shops etc. We will be involved in preparing Landlord training across a whole range of topics including literacy, dementia awareness, SEND awareness, referral to other agencies, helping fill out claim forms of all kinds. We aim to help remove barriers caused by low literacy to many health and social benefits.
- **Heritage Week.** Programme now 90% complete with two or three events on each day. Just need to confirm some minor details with some of the venues.
- Calne Our Place (COP) were tasked by Mark Edwards to look into the 2-hours free car parking scheme in the Heritage Quarter car park and consider any options ahead of any renewal of the scheme. In addition, COP were requested to look at providing evidence of car parking to support a decision by the Council into the continuation of the free parking scheme or alternatively, the adoption of a redemption scheme in its place. Report is expected end of May.
- Held a successful fund raising event in the Lansdowne on 11 May. Have also had a stall at Duck Day and are planning on joining in the Volunteer Fair on 30 June