

Partner Update

Update from	Our Place Project
Date of Area Board Meeting	4 August 2015

Headlines/Key Issues

- The Calne Our Place project has been set up to:
 - 1) Improve Tourism in the Community Area
 - 2) Increase tourist spend
 - 3) Increase retail spend
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- There are a number of task groups working on different strands coordinated by a Steering Group. The latest position is:
 - 1) Process Management - we are about to submit an application to become a CIO (Charitable Incorporated Organisation) in order to improve access to potential funding sources and to provide clarity about our legal standing
 - 2) The A4 as a tourist route. We are working to progress the offerings in Calne (in conjunction with other groups) and we are meeting with other towns and organisations along the route in early August to plan the way forward. VisitWiltshire are exploring wider potential for the route and funding.
 - 3) The heritage group have defined the heritage quarter and are working on signs and promotional material. They have also put together a programme of events for Heritage week in September.
 - 4) The Calne Cure and Marketing groups have sorted out branding. There will be presence at the Food and Drink Festival in September including a special one off of Calne Cured bacon from Sandridge Farm. The branding will begin to appear around Calne to promote public awareness and has featured in a number of local articles and it has continued to have press interest.
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- Our next phase will be to look beyond the events in September and plan activities and projects for the following 18 months. And of course we are likely to be looking for more funding!
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