



ARNOLD'S NEWS

News from Corsham Area Heritage & Information Centre

Summer 2011



CORSHAM WELCOMES THE NEW METHUEN ARMS HOTEL

The Methuen Arms Hotel is now fully open after an extensive refurbishment - providing a major boost to Corsham as a visitor centre.

After an unwelcome period of closure, The Methuen was bought by the local Still Family in April last year. They have since embarked on a total refurbishment to restore this historic inn back to its crucial position as the social hub of the Corsham community.



In addition to the bars and restaurant areas that reopened just before Christmas, 12 individually-designed bedrooms are now available to the public.



Designed with an emphasis on British-made furnishings, each bedroom has a King or Super King size bed (three of which are four posters), Egyptian cotton sheets and luxurious blankets.

Several attractive outside spaces, including gardens and seating areas, are also opening throughout the summer.

The Methuen was recently awarded an impressive 5* AA assessment for its Rooms and a superb 2 Rosettes for its Restaurant. Well done to Martin and Debbie!

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*Corsham Area
Heritage &
Information
Centre is
operated by the
Corsham Area
Development
Trust (CADT),
formed in 2006 as
a 'meeting of
minds' between
the Corsham Civic
Society and the
Corsham Chamber
of Commerce.*

*The CADT's
primary purpose is
to develop the
tourism economy
of Corsham by
offering
information and
services to
residents and
visitors.*

LATEST NEWS

CADT HOLDS ITS AGM

The Corsham Area Development Trust held its Annual General Meeting at Arnold House on 27 April 2011.

Funding arrangements for the upcoming FY provided the main focus for the AGM. These looked rather more promising than they had done at the end of February. Efforts to generate more income through sales were noted - as was the attempt made over the previous year to raise the profile of the CADT and its Area Heritage & Information Centre, thereby increasing footfall and value to the community.

John Lock was congratulated for maintaining timely monthly management accounts and Members were pleased to hear that the 2009/2010 Annual Accounts had been submitted to Companies House on time.

It was decided that future AGMs would be held much sooner after the end of the FY to which they related. Accordingly, the AGM for the FY 2010/2011 will be convened for October or November 2011.

'LITERATURE EXCHANGE'

VisitWiltshire held its annual 'Literature Exchange Fayre' at the Devizes Corn Exchange in March. We attended. It was open to all accommodation and attraction providers registered with VW, as well as to TICs. The purpose is to show VW's Members and the general public what Wiltshire has to offer. The Main Hall was full. We represented Corsham, together with the Almshouses.



The CAH&IC stand set out to convey just how much there is to do and see in Corsham and the surrounding area. The photo captures it nicely. We're pleased to report that it generated quite some interest!

HERITAGE OPEN DAYS RETURNS TO CORSHAM

The Corsham Civic Society will again be organising the town's participation in Heritage Open Days (HODs), running over the period Thursday to Sunday, 8-11 September. As previously, the Centre will provide a ticket-issuing service for those events that need one.

Programme planning is underway. Events firmly scheduled include a railway-themed talk and tours of Rudloe Stoneworks and Corsham Cellars. Stay tuned!

LOOKING TO THE FUTURE

In the Spring edition we told you that we thought we had secured our future, at least until the end of 2011. Nothing has changed to alter that. Our focus since has been on extending that horizon into the further future. A Business Plan to share with others - particularly those with funds to offer - was obviously part of the answer.

Corsham's Town Council and Wiltshire Council each received one on 21 April 2011. Both had made receipt of the Plan a condition of the 2011-2012 funding they had offered.

We showed it to the new Interim Chief Executive of VisitWiltshire. That brought some interesting responses - which we are now following-up.

The Plan requires that we increase our sales dramatically. This has to be our top priority. Your contribution will be vital. Our windows on to the Corsham High Street are one of our greatest assets. We know we must benefit more from them. Please expect to see changes here.

WE PRESENT 1883 TO CORSHAM'S NEW TEAM RECTOR

Revd Dr Andrew Johnson was installed as the new 'Priest in Charge' of the Greater Corsham and Lacock Team of Churches on 14 March.

A few months earlier, a rather dilapidated, bound book was handed in at the Heritage Centre. Noting that it contained readings for clerics, and parish magazines dated 1883, we decided that making a present of it to the new Rector would be the right thing to do.

Before doing so, we showed it to our friends at the History Centre in Chippenham. They, we thought, might have some views on the book and on our intentions. It was as well we did. It turned out to be rather special. You can find out more by reading *Spring Spirit*.

Meanwhile, we have made the presentation to Andrew. The photo shows Pat Whalley doing the honours.



CIVIC DAY IS ALMOST HERE

We can only whet your appetite here. Please look elsewhere for the full picture. Separately you will find an hour-by-hour Timetable of the Day, essential to ensure you benefit from everything on offer.

Civic Day 2011 is on Saturday, 25 June. It is a new national event. Only civic societies can participate. The Corsham Civic Society registered back in February. Since then the CCS and the CADT have been collaborating to make sure Corsham's contribution is truly memorable.

Civic Day is the opportunity for communities to come together - to spend the day locally.

NATIONAL EXPRESS SHOWS ITS SUPPORT

National Express coach travel business is critical to our future. Being so close to the A4, and with a stop in Pickwick for journeys in both directions, Corsham people find National Express increasingly attractive for trips to all parts of the UK, including airports, and even to Europe.

Journey-timings are convenient, durations not overly long and prices are reasonable - particularly when you take into account the cost of petrol and the range of concessions available. Our sales are on an upward trend.



We recently asked NX to help us promote their service to our customers. They offered us 2 free adult tickets to anywhere in the UK, to use as we pleased.

We devised a simple competition. We ask you to name the standard adult day return fare to Heathrow and to post your entries in the special box in our Sales Office. The photo shows what to look for. The draw will be made on 1st August. Good luck!

CAMI IS BORN

The Corsham Area Marketing Initiative (CAMI) is coming. The circumstances are now right for such an Initiative to flourish. Organisations interested in actively promoting the attractions in the Corsham Area will be invited to join together with the aim of being an 'action shop' to market the Area.

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