

Five Year Report - 2013 - 2018

# Caldicot



# Town Team

Helping to make Caldicot a better place to work, live and play

## Why Do We Exist?

Caldicot Town Team are working for our local community and the businesses in the town centre.

We want to create a better place for everyone who works, lives and plays in the area. bringing together community spirit, running low cost events for families and bringing in new traders and businesses to our town centre.

Since 2013, we have been a big part of the community and are growing in volunteers, local support and business appreciation.

Back in 2013 we were the first Town Team in Wales. In June 2014 we registered as a Community Interest Company, meaning we are regulated by Companies House.

## So, Who Are We?

We are a group of volunteers who are passionate about our area and making it a better place. Our voluntary Directors are either in business in the town centre or live locally.

We have over 100 members, who are involved in a variety of ways, from receiving newsletters to helping us organise events to running our markets and social media pages. Anyone who lives within Severnside can be a member, or anyone who has a business in the town centre. Membership is completely free and always will be.

Volunteers are vital to the success of Caldicot Town Team, without volunteers to help, we simply cannot function or complete the projects, tasks and events we set out to complete.

Funding for Caldicot Town Team comes from a various of sources, both private funding, business/organisation funding and funding from our self-sustaining projects. Section 106 funding provided us with a starting point for funding our projects and the regeneration of Caldicot Town centre



Who Are We





## What We Do

We primarily support businesses in Caldicot town centre to help create a vibrant, viable and sustainable town centre environment for all, whether they are an independent family run business or a large multi national brand.

We also support the wider community, with events based around community group involvement and interaction.

Over the last 5 years we have developed a wide variety of projects which has made a direct impact to existing businesses in the town centre, and created opportunities for community groups to raise vital funding.

Our portfolio of projects covers;

### Urban Design Project

In 2013 we worked alongside Monmouthshire County Council and with Mountford Piggot Architects, to produce a modern and new regeneration plan for Caldicot town centre. We utilised an empty premises to hold public engagement and had well over 600 responses and visitors. The plans at the time were quite a stark difference to how the town centre was at the time.

Plans were reviewed in 2014 and 2016 with Roberts Limbrick Architects and funding was being sought by Monmouthshire County Council, public engagement of 12 days have taken place surrounding these plans, with both positive and negative responses from the public. Honest and open conversations with the public are vital to our work and we welcome everyone who wants to discuss projects, the town centre, parking issues, markets or anything else that is relevant to what we do.

These plans, have been adopted by Monmouthshire County Council who are working to bring them to life, with the first phase of the plans

in 2019 down at the Church Road/Chepstow Road/Cross Junction. Monmouthshire County Council have worked with Welsh Government to apply for TRI (Targeted Regeneration Investment) funding, which will cover a significant part of the £9.1million pound regeneration project planned for Caldicot town centre.

## WHAT ARE WE PROPOSING?



### Identified Projects



- ① Jubilee Way
- ② Woodstock Parade
- ③ Remodelling Retail Units
- ④ Improving the Built Environment
- ⑤ Town Council Offices
- ⑥ Former White Hart Site
- ⑦ Land off Woodstock Way

This masterplan illustrates our initial thoughts as a direct response to the issues and opportunities we have identified in the analysis of Caldicot Town Centre and its surroundings. The masterplan can be broken down in a number of projects as shown on the left hand side, which will be explained in further detail.

We believe that whilst cosmetic environmental improvements are important, a more contemporary and forward thinking approach is required. Therefore, we propose a more profound remodelling of the town centre by creating new frontages to the outside, rationalising existing car parking and servicing arrangements, extending and merging existing retail units, allowing for the creation of an enhanced linkage between ASDA and the town centre as well as relocating the library/one stop shop/ Town Council as an important attractor into a purposely fitted unit in the heart of the town centre.



## Regeneration

Back in 2017 Caldicot Town Team entered a competition to win 5 Gumdrop Bins for our town centre.

We were fortunate enough to win the competition, which enabled us to start the project we had been working on for some months. Gumdrop bins are bright pink balls, used to hold discarded chewing gum. Sounds gross right? However the bins when full are sent away and recycled into a multitude of items, from pencils and pens to drinks cartons and even wellies!

Since starting the project, we have recycled 5 large bins and over 30 mini keyring bins have been handed out. The project will continue into 2019 as there has been a reduction in the amount of chewing gum discarded on the floor of our town centre.

We have started a similar project with Cigarette bins. We have placed 4 bins around the town centre so far. These are collected and emptied by our volunteers and sent away to be recycled. The fibres from the butts can be recycled into plastics and cigarette ashtrays and other items.

These projects help us make our town a better, cleaner and more pleasant place to live. We have received great comments from the public about these two small projects and will continue over the next few years.

We have also employed painters and decorators to improve how our town looks. We have repainted the bollards, lamp-posts, seating and notice boards. With little changes like these, we can improve where we live.

The Christmas lights switch on event has always been a staple event in the diary. Over the last 3 years we have funded new Christmas lighting for our town centre. The zig zag style lighting makes a huge difference to the festiveness of the town centre, adding much needed sparkle to compliment the existing Christmas lights that are put in place by Caldicot Town Council. Our contract finishes at the end of 2018, but will be working with the Town Council in the future to help develop the town centre even further at Christmas time.



 Michaila Goodwin reviewed [Caldicot Town Team](#) - 5★  
A fabulous team heading up a brilliant community. Supporting small business and bringing life to a lovely town  
[Caldicot Town Team](#), Lynda Crowley and 1 other



## Royal Wedding Street Party

To celebrate the royal wedding between Prince Harry and Meghan Markle, We threw the largest street party in Caldicot. With a massive 26sqm LED screen, lines of tables and gazebos the event was set to be a great event. Over 2,500 attended the event, bringing along plates and plates of food and nibbles for all to share. Even the weather was kind to us!

## Street Food Feast

We have held 3 street food feast's which have all had good success. With a mixture of food traders offering food from around the world and local ales and gins on offer, the atmosphere has always been a friendly one. We have had lots of local acts perform for us, including Dylan Hannan, Andrew Merrett, Lucas Alexander and many more. Local businesses such as Clarkes Butchers and Bargain Booze noticed a spike in trade during the events and is always well received by local businesses.

Events



**Jacqui Ryan** reviewed Caldicot Town Team – 5★  
8 July · 🌐



Would like to say a massive thank you to the Caldicot town team for all there hard work on Friday for the Street Feast what a wonderful turn out, it brought lots of people into the village and in turn supported the local shops as the manager of bargain booze we done a wonderful trade that day 💎 and a massive thank you to the staff @ Bargain Booze for your hard work 💎 x Caldicot Town Team have arranged many an event in the village and with loads more to come which in turn supports or local shops 💎 keep up the good work guys in bringing our little village back to life it was so lovely to see so many people enjoying this fantastic event xx💎💎💎

👍❤️ Dan Cooke, Cathy Edwards and 6 others





## Countryflowers Caldicot

19 May · 🌐

We've had a really busy week in the shop and a wonderful day today 😊. We've sold over 60 bows, 100 flags and dozens of packs of bunting to schools, Shops, clubs and the community of Caldicot who all entered into the spirit of the day. It's been a great day of community spirit and a real coming together of the people around our little town. Thank you to everyone who supported us this week, we've made some lovely new friends and seen lots of our regulars enjoying the atmosphere, sunshine and vibrancy today has brought. Fabulous day....when's the next one? 😊

## Family Fun Days

The team have hosted 4 family fun days over recent years, all located in Caldicot town centre. Held during the school holidays in the summer, these are a great place for families to spend a day enjoying themselves, locally and with friends. We always try to bring unique entertainment to the event, with a Dunk Tank, F1 Simulator Car and even a land train! The event is well attended and costs are kept as low as possible to allow families to make the most of the attractions on offer. We also host an arena where community groups come together to perform for the masses, raise their profile and raise funds for their cause. Our staple and most popular attraction has to be our Live Dinosaurs, which have been with us for the last few years. They sometimes scare the wits out of the children, but its always well received. Although, we do need to watch the dinosaur doesn't get into the butchers again!

## 999 Emergency Services Day

Most of us know what an amazing job the emergency services do on a day to day basis, however how many of them have we actually met, and do the public know just how much they cover. We wanted to help bring the links together from the emergency services and the public, so provide an annual event for those who work in the emergency services to attend meet and greet and interact with the public in a fun and natural environment. We have been fortune enough to have attendees from Gwent Police, south Wales fire and rescue, Longtown mountain rescue, SARA and many many more from the world of emergency services, the event is free for the public to attend and has been growing the in the 3 years we have run the event. We will continue to run this wonderful event in the beautiful grounds of Caldicot Castle in 2019 and beyond.



Martin Lewis  recommends Caldicot Town Team.



Superb organization of the family fun day on Friday 3rd August. St Josephs Caldicot ABC were thrilled to be asked to take part and do an expo. Great group of friendly people organizing great events for the community.



## Quiz Nights

To improve relationships within the business community, the team have organised 3 quiz nights at both Christmas and Valentines. The quizzes are held in Caldicot Choir Hall and provides a fun evening of light entertainment, hot food, free nibbles and a DJ. The quizzes are popular and will be continuing in the future to provide a fun environment for businesses and the community to interact and mingle.

We have also been involved with other events over the years, working with various organisations Such as Caldicot Events Committee on the Caldicot Carnival and Christmas Light Switch On. Monmouthshire Country Council and the Events Team on the Fireworks display in Caldicot Castle, We have been a part of the Fireworks for 5 years now, helping to resurrect the event when the original team pulled out in 2013. The event has grown from strength to strength and our volunteers provide a vital part of the organisation and running of the event. 21 of our volunteers helped on the evening of the event in 2018.



Events



## Testimonials

Its been a pleasure to see the events in the village and the community spirit is coming together. The organisers deserve recognition for all there efforts and deserve a real pat on the back. So enjoyable and a delight to see

- Betfred

Well done guys, Excellent work, A thankless job that you all do well. People dont realise how much hard work you put into the events. Once again well done and Thank you.

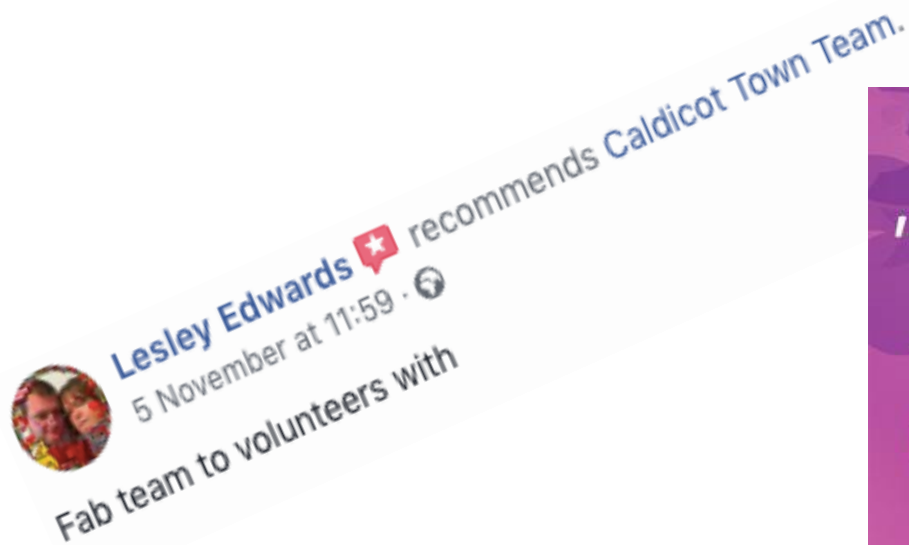
- Bargain Booze

# Markets

Since 2015 Caldicot Town Team have been organising Specialised markets in Caldicot town centre. These events have ranged from small garden markets to large and busy Christmas markets. Caldicot market has been in decline over the last 10 years or so, we are trying to combat this by offering specialised and more general markets, usually taking place on the first Saturday of the month. Our markets run from March to December.

To date we have organised and run 21 markets over 3 years, with over 280+ market traders we are thrilled the markets have been so successful. We have another 6 markets booked for 2019 that will ensure the specialised markets go from strength to strength. We have also been lucky enough to use a large empty premises in the town centre in recent months for our markets, bringing traders and customers indoors, out of the elements and into a warm and cosy environment.

Volunteer time for our markets account for 672 hours. Without our volunteers we would not be able to successfully arrange and organise these markets. New volunteers are always welcome.



*"Volunteers are not paid  
-- not because they are  
worthless, but because  
they are priceless."*





## Partners

We have worked with many partners over the last 5 years and continue to build strong relationships between them.

Our partners include Caldicot Town Council, who enable us to work in the town centre, with support and help from council members. Without the support of the town council we wouldn't have been able to achieve half of what we have since we started. We are proud to have a strong working relationship with them and this will continue growing over coming years. A representative for town council attends all of our meetings, which helps feed back information to both parties, ensuring we are all well informed at all times.

Monmouthshire County Council departments have played a huge role in the work we do, the events we run and the projects we organise. Our working relationship with Highways, Enterprise and Markets are helpful to us and is something we are proud of.

Monmouthshire County Council Events Team have also helped us significantly in making the majority of our events successful and we would like to thank them for their support and help.

We have been lucky enough to receive financial funding from partners, including Monmouthshire Housing Association, Waitrose, The Tudor Trust, The Co-operative and many more. Without vital funding from these partners projects wouldn't be successful and we thank them for their continued support.

We have also received generous amount of equipment hire from other partners, who we are proud to work with, including Protech, MG Tool Hire, AJ Rentals, FES Caldicot and Car Care to mention just a few

There are many community groups doing fantastic work in and around Caldicot. These groups cover a wide variety of areas and should all be proud of the work they do. We work with other groups such as Caldicot Events Committee, Friends of Caldicot Library, Churches Together groups and more.

Our work cannot continue without volunteers to get involved with any of our projects, markets or our events we would be happy to hear from you.





**Philip Blatchly & Son**  
Funeral Directors

The **co-operative**



**Waitrose**



First Town Team set up in Wales

CIC Status Since June 2014

Market traders – 163 New Traders - 286 Traders in Total over 21 markets – totalling on average 672 volunteer hours on a market day alone.

162,000 website hits since Jan 2014

240 days of empty shop usage through Caldicot Goes Pop! a

45 days of Free Community shop usage days through Caldicot Goes Pop!

Over 15 days of public consultation on action plans and urban design project

Over 25,000 people have attended events within the last 4 years.

Family Fun Day, 8,000

999 Day 10,000

Street Food – 2,500

Royal Wedding – 2,500

Easter Hunts – 2,000

Designed plans for urban design project with Mountford Piggot in 2014, Developed and renewed plans in 2016 and worked with Roberts Limbrick and Chris Jones Regeneration.



Highlights

Developed Caldicot In Bloom including 32 hanging baskets for town centre

Family Fun Day in its 4th Year

999 Day in its 3rd Year

Easter Hunt in its 3rd Year

Other Improvements

Gum Drop Bins

Cigarette Bins

4 Treasure hunts in businesses in the town centre

Organised a street party

Been involved with the running and organisation of Caldicot Fireworks, Carnival, Christmas Light Switch On, Eisteddfod.

Run Hoggin the Bridge giving £13,500 to charities locally and nationally.

Run 2 Quiz nights in Caldicot Choir hall, catering for almost 200 people.



# Volunteers

**Give a little, Get a lot!**

**Caldicot Town Team are looking for volunteers to help make Caldicot a better place to work, live and play.**

**Whether your running a local business or are a resident, you can help us make a difference.**

**We have many roles available, so are sure we can find something that is suitable for you.**

**Be part of a fun, energetic team of like minded people.**

**Help plan and organise local events**

**Free training opportunities on offer**

**Flexible hours, to suit your lifestyle and commitments**

**If you can help, please get in touch with us;**

**Phone/Text: 07716 557289**

**E:mail: caldicottownteam.co.uk**



[www.caldicottownteam.co.uk](http://www.caldicottownteam.co.uk)