



Strategic Place Plan 2022–25

Executive Summary

Key themes of the Place Plan

Recovery, Revitalisation and Transformation



Recovery

In 2022 the city should focus on 'city experience' to drive continued recovery, rebuilding footfall and visitor numbers from the significant declines caused by Novichok and the pandemic.

The return of Salisbury International Arts Festival and the hosting of Celebration – A Festival of Flowers will provide additional momentum.

Revitalisation

In 2023, revitalisation should come from a re-energized cultural strategy and programme relevant in a post pandemic world with an increasing focus on well-being. This is an opportunity to celebrate the uniqueness and distinctiveness of Salisbury as a place to live, work and visit.

Salisbury can fully realise its potential as a 'creative city' by close alignment of Arts, Culture and Heritage organisations and work closely with the Arts Council in support of their 2020–30 strategy, Let's Create.

Transformation

2024 will see physical transformation of Salisbury as a Modern Medieval city prepared for the challenges of the 21st Century.

This should be celebrated with a programme of events and public art at Fisherton Gateway and the creation of a River Park Festival to celebrate new public space and green infrastructure



Drivers of change 2022-2025

Globalisation

Challenges surrounding the UK's position in the global economy due to Brexit

Digitisation

Mass adoption of technology driving productivity and economic growth

Telecomms

5G, Automation and AI delivering £40bn of efficiency to UK GDP by 2030

Pandemic

Increased acceptance of remote and flexible working and people choosing to live differently

Climate

Need for green and blue infrastructure towards carbon neutrality 2030

Decentralisation

Levelling Up agenda, devolution of powers, localism

Sharing

The sharing economy will impact on transport and housing strategies

Where Salisbury fits in this landscape

Salisbury is already looking to the future. The city has a proud history but the ambition now must be to create a bright and sustainable future for residents. Salisbury is a Modern Medieval city, well positioned to handle the drivers of change in the 21st Century.

The city needs to galvanise leading organisations and communities to become a beacon of creativity and culture. This will allow Salisbury to nurture, retain and attract talent.

The city needs to retain control of its identity and become a must visit destination for domestic and inbound visitors who value both heritage and modernity.

In order to do this, we need to make Salisbury a place of life and energy, a vibrant and connected place where community and health and well-being are prioritised.

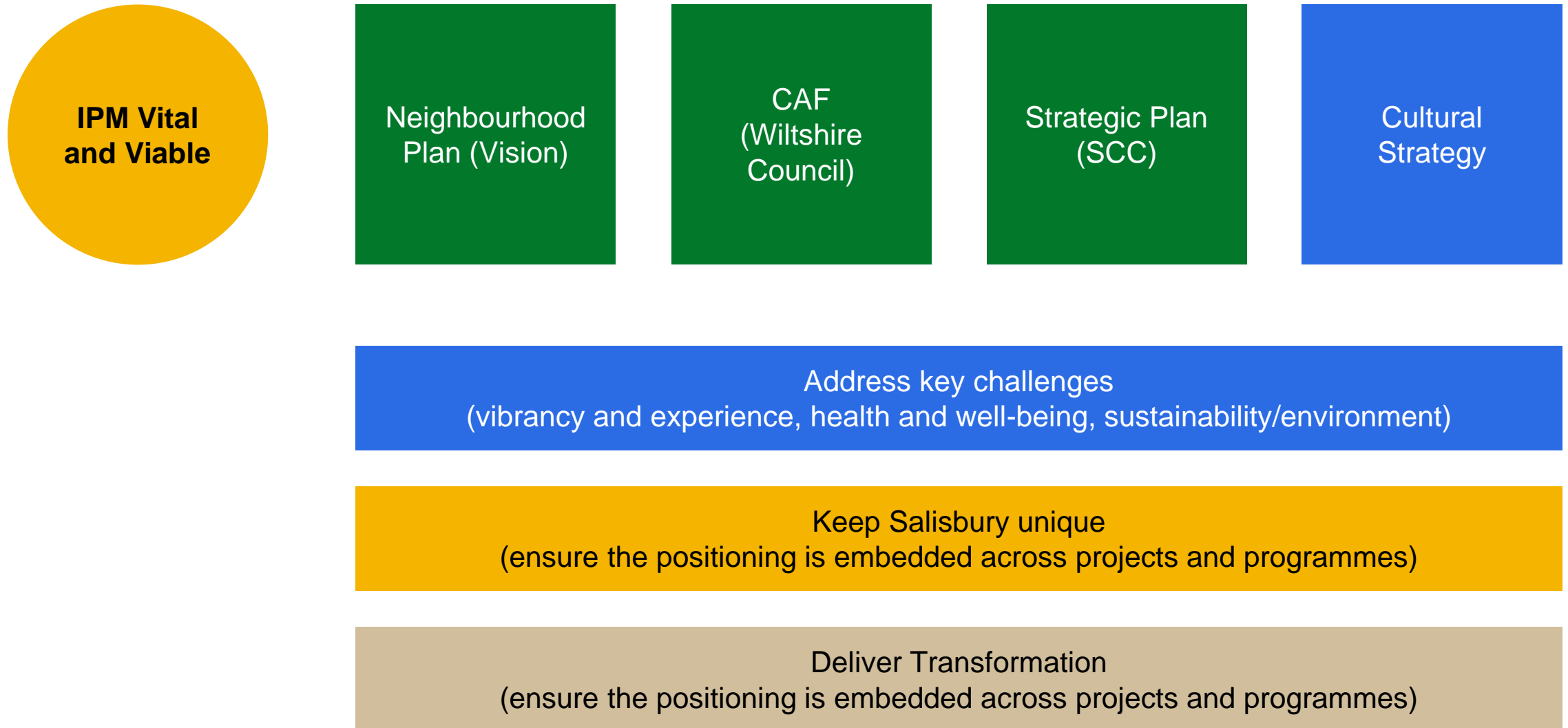
The good news is that there are a series of plans and initiatives in place to help achieve these aims.

This plan is designed to coordinate activities and partners to drive Salisbury forward in the coming years.

We need to make
Salisbury a place
of life and energy



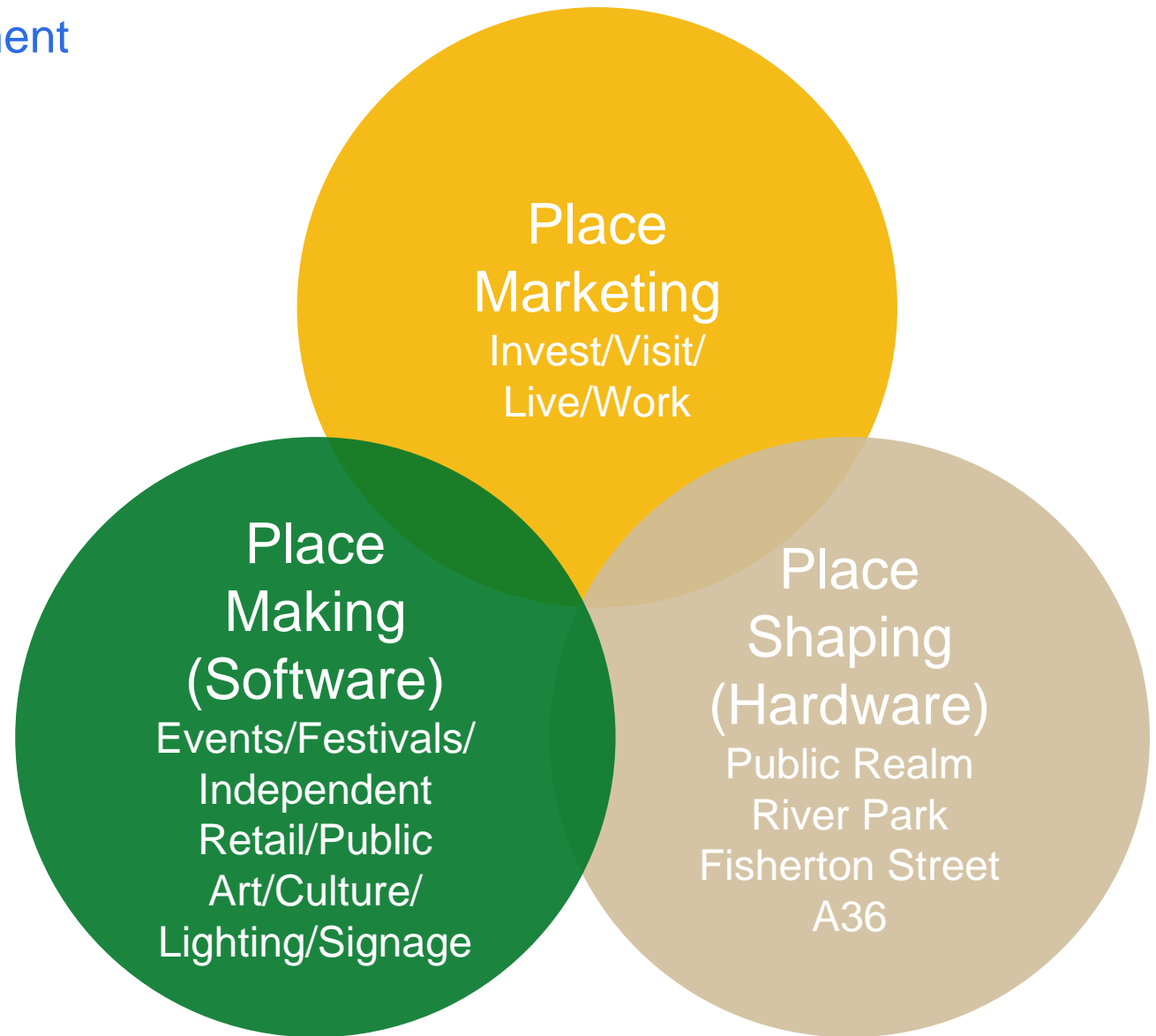
Overview of current plans



Overarching themes 22-25



The key elements of place management



Place management – Annual focus

Year 1 Recovery (Software)

Interim Retail initiatives

Hospitality and evening
Economy

Travel Trade activity

Events and Festivals

Visit/Experience

Year 2 Revitalisation (Software)

Cultural Strategy

Public Art Programme

International Arts Festival
(alignment of the above)

Visit/Work

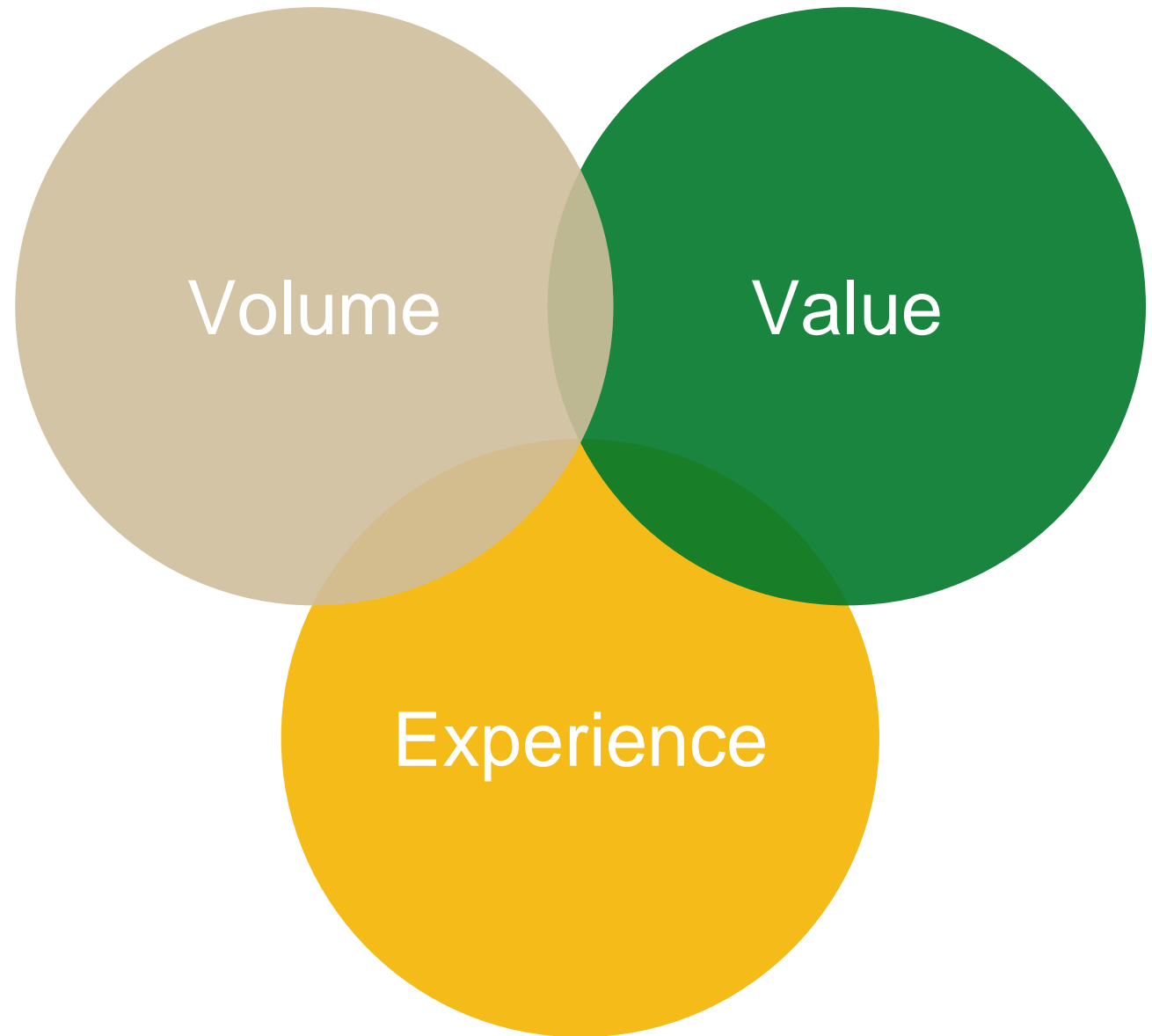
Year 3 Transformation (Hardware)

River Park, Fisherton
Street Gateway etc

Live/Work

Traditional Original positioning – visitor economy – build back better

Improve the experience, increase
length of stay. Create Traditional Original
itineraries appealing to slow and conscious
travel segments.



2022 Timeline

April May June July August September October November December January February March

Year round offer/presentation and experience improved / cohesive comms plan / Pop Up retail

Festival of
Flowers
9 -15 May

Salisbury
International
Art Festival
27 May – 18 June

Street Sellers – Apr –October

Taste
Salisbury

Independents
Week 4–10 July

Sarum Lights/Christmas
in Salisbury

Domestic Tourism Promotion (Excursions March 2022) and Travel Press

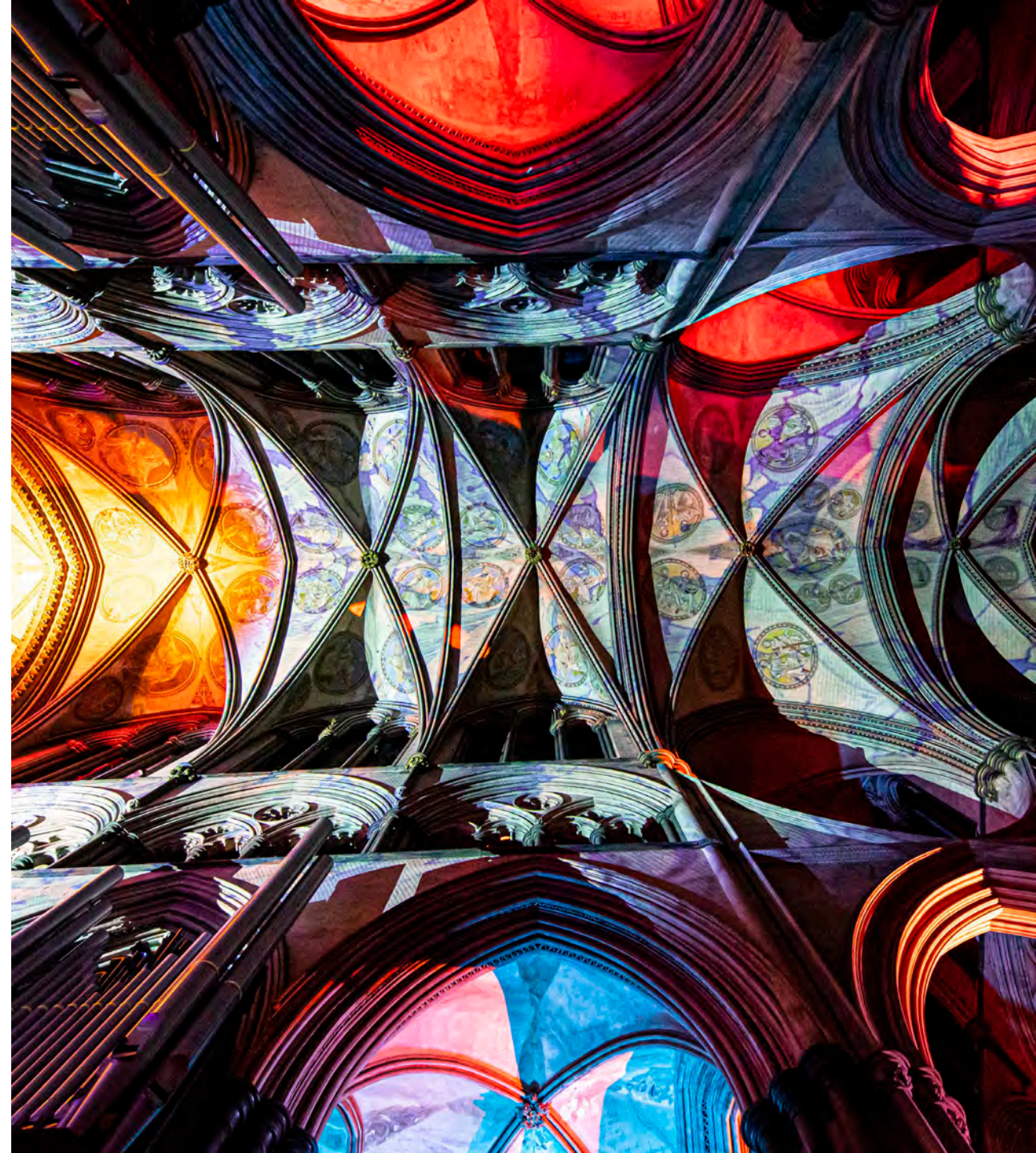
2023 – Revitalisation – Arts, Culture and Heritage

The draft Cultural Strategy created in 2019 described Salisbury as 'A thriving city with Culture and Creativity at its heart'.

Salisbury has an extraordinary arts and cultural heritage on which to build. There is already an active and engaged cultural community, participating creatively across a wide range of art forms. The visitor economy is already driven by the city's cathedral and historic buildings.

Culture can play an important role in developing stronger communities, attracting investment and helping to foster a strong sense of place, identity and civic pride.

Culture should be integral to the way we do things in Salisbury as part of the core fabric of the city. A re-energised cultural strategy is now needed to address the post pandemic environment and to drive a step change in the city's arts culture and heritage offer.



2023 – Revitalisation – welcoming back international visitors

By the end of 2022 forecasts predict that inbound visits will have recovered to around 68% of pre-COVID levels.

It is still expected that it will take a few years for visit numbers to return to 2019 levels.

Inbound visits are forecast to increase to 24.0 million in 2022, and spending to £19.2 billion.

These are 59% and 67% respectively of the visits and spend levels seen in 2019.

The general direction is assumed to be upwards, contingent on travel restrictions not being tightened significantly from current levels, as well as a gradual return of traveller confidence.

Visits from Europe are forecast to recover a little quicker than long haul but strong booking numbers have been seen recently from some long haul regions (e.g. North America).

We expect spend per visit to remain higher than the pre-pandemic norm, due to longer average length of stay as well as higher prices. We need to work closely with Visit Britain and Visit Wiltshire to ensure we derive more value from inbound itineraries such as England's Originals: englandsoriginals.com/



2023 Timeline

January February March April May June July August September October November December

Culture Strategy Launch

Salisbury
International
Art Festival
27 May – 18 June

Public Art Programme

Street Sellers – Apr –October

Taste Salisbury

Independents
Week 4–10 July

Inbound Tourism Promotion(VB/VE/VW)

Life Sciences Campaign/Porton Science Park/Innovation Centre

2024 Transformation – Salisbury the 15 Minute City

The pandemic has caused us to think about how to move differently, to consume differently, to live differently – Carlos Moreno

Given its scale Salisbury is the perfect “city of proximities” – not only between structures but people.

Salisbury provides the perfect platform for creativity and wellbeing to flourish.

With major placemaking schemes from the Central Area Framework coming to fruition by 2024 Salisbury will be emerging as a compact, walkable urban centre, supporting sustainable economic development with a mix of businesses and homes, active transport and more independent retailers selling local goods and providing for community needs.



2024 Timeline

January February March April May June July August September October November December

Salisbury International
Art Festival

Public Art Programme (Materialise)

Fisherton Gateway
(FHSF)

Independents
Week 4–10 July

River Park
Launch/Festival
weekend

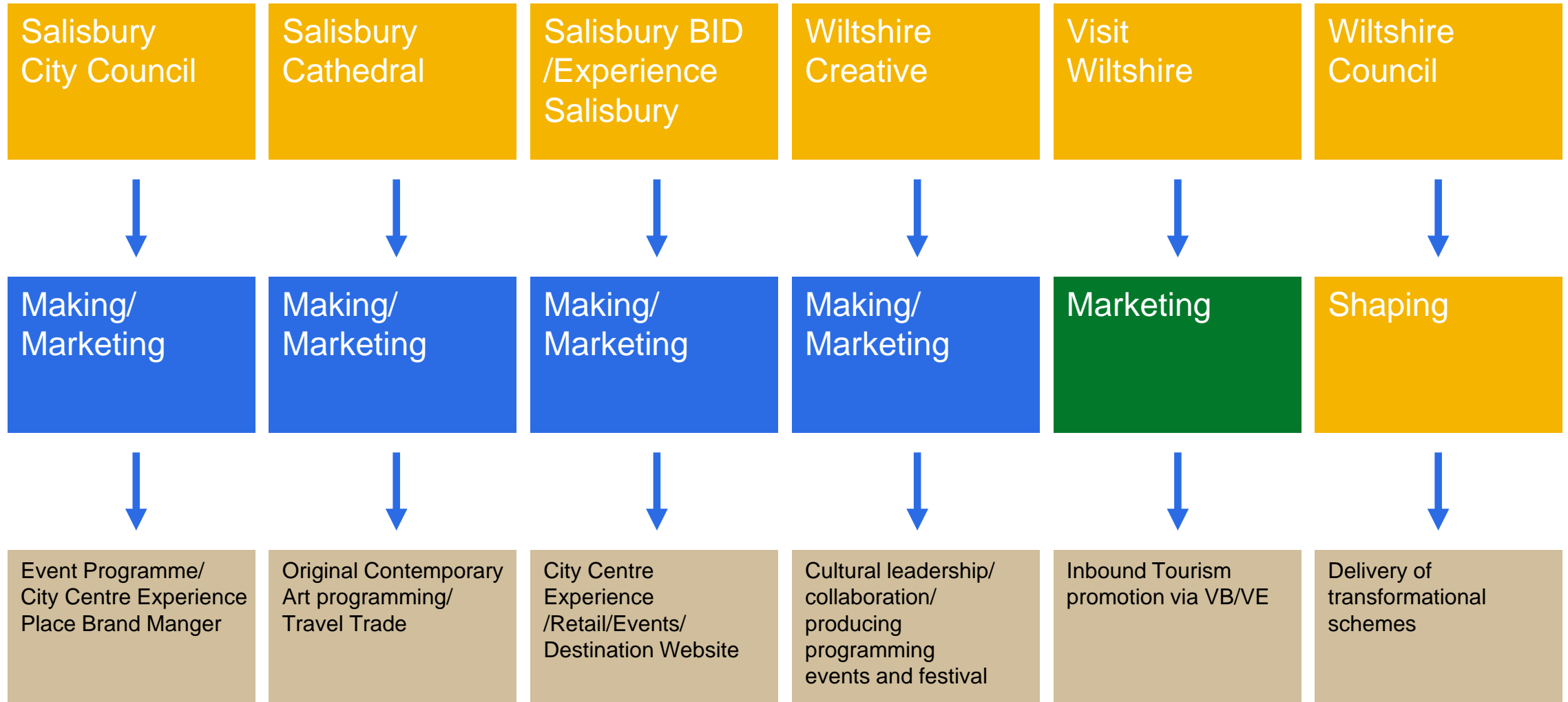
Taste Salisbury

Street Sellers - Apr - Oct

Winter Festival/Sarum Lights

Communications to promote Live / Work in Salisbury – Modern Medieval City

The Role of Partners



Current Place Partnership Delivery Model

