



Salisbury Place Partnership - Meeting note – 10.3.23

In attendance

MP for Salisbury, Salisbury City Council, Wiltshire Council, Salisbury BID, SWLEP, Wiltshire Creative, Salisbury Cathedral, Wiltshire College, Counter Culture LLP

1.0 Cultural Strategy Refresh

Sebastian Warrack (CEO Wiltshire Creative) introduced the item on the revision of 2019 cultural strategy – this is to ensure the strategy is reflective of current circumstances.

Cultural consultancy Counter Culture LLP were selected as partners after a tender process.

Counter Culture have extensive experience of developing strategies elsewhere. The approach will be collaborative, bringing partners together – reviewing existing infrastructure and resources, developing a gap analysis and action plan.

Partnership members raised key issues of the importance of distinctiveness and identity, addressing cultural inequalities and ensuring culture plays a part in both the social and economic fabric of Salisbury.

An initial report will be issued by mid April and brought back to the Place Partnership.

2.0 Wiltshire Council – update on major projects

2.1 Future High Streets Fund

£9.4m across 3 schemes – Station Forecourt £5.3m, Fisherton Gateway £3.2m and Heritage Living £800k

Objectives

- Great experience on High Street – beyond retail
- Promote tourism
- Bring young people into the city
- Support business growth

Victoria Maloney (Wiltshire Council) confirmed that Station Forecourt works would commence in May 2023 and are scheduled to be completed by Spring 2024 (although bedding in time will be needed).

Some of the elements from the original scheme have been reduced due to rising inflation but partners such as the Civic Society were working closely with Wiltshire Council on retaining original plans for public artworks etc. The initial FHSF allocation was reduced by 30% coupled with construction inflation

Features will include new cycle paths, new bus routes other than Stonehenge, new signage and way finding towards the city centre, better access for easy drop off, ebikes, disabled parking. Overall there will be a greater sense of arrival with retained trees and improved lighting

2.2 Fisherton Gateway

Works are due to commence in July 2023, this scheme will create wider streets, greater accessibility, street spill out for retailers to create a better trading environment. This will be complemented by contemporary street fixtures, planting, green roof bus shelters etc. Wiltshire Council is currently communicating with Fisherton Street Traders on the impact of the scheme.

The Heritage Living Market scheme is currently being market tested for external delivery

2.3 River Park Scheme

This is a £29m project funded by the Environment Agency

Objectives

- Reduce flood risk to existing homes and businesses
- Create wildlife corridors and improve bio-diversity by connecting fragmented green spaces
- Improve the recreational and amenity value of the area
- Enable regeneration of key development sites

Works commenced in July 22 and are due to complete by Spring 24 (subject to any additional delays issues with sewage, asbestos and military finds have already impacted project delivery). Once works are complete the area will need to bed in with a view to being fully mature by 2025.

Partnership members raised issues regarding the potential loss of parking capacity and disruptions for traders over the period of the project. WC confirmed that Culver Street car park (currently sub capacity) will be promoted to address the above issues.

The project was acknowledged as a highly collaborative 'Team Salisbury' approach to project delivery.

3.0 Terms of Reference / Strategic Place Plan monitoring

Brendan Moffett (Interim Place Brand Manager) confirmed that the Terms of reference for the Place partnership had been updated and re-circulated, these would now inform a refresh of the ToR for each Pillar.

BM also highlighted the Strategic Place Plan 2022-25 as the overarching document that guides the Place Partnership.

BM highlighted the three key themes of Recovery, Revitalisation and Transformation and the need to develop KPI's to measure progress.

Partnership members suggested more analysis on the profile of Salisbury population would be useful, and also analysis on city centre visitors to establish where they come from, what they spend on and where are the gaps in the current offer.

Salisbury BID confirmed that they were looking to procure new software which would provide spend level data rather than simply footfall.

Wiltshire Council currently in the market to replace the CitiLogik system.

A dashboard with key metrics will be created to allow ongoing monitoring of performance.

4.0 Pillar Updates

4.1 Managing the City Pillar

No major updates from previous meeting

4.2 Experience Pillar

Wiltshire Towns Programme (WTP) funding is helping to develop citywide initiatives such as Christmas in Salisbury and Taste Salisbury. Keen to apply for any further funding from the Generating Activity and Visitor Promotion strands of WTP

4.3 Cultural Pillar

Wiltshire Creative confirmed that 2022 had been a very challenging year but the Christmas Pantomime and the Alan Ayckbourn programme had both outperformed targets.

4.4 Developing the city

See major projects update above

4.5 Business Growth Pillar

A new 'Boost your Business' event https://salisburychamber.co.uk/?event_listing=boost-your-business will take place on the 24th May – showcasing local procurement opportunities and offering advice on finance and pricing.

The issue of skills challenges was raised, Wiltshire College delivered a successful Job Fair in Jan 2023, but agreed there were further opportunities for an adult job fair to promote reskilling, also not enough businesses in the region are currently using the Apprenticeship route.

5.0 Salisbury Businesses - Financial Health overview

Paddy Bradley (SWLEP) provided analysis of over 3,000 businesses in Salisbury, which highlighted average business age, balance of sectors, diversity of business leaders, number of new start ups etc.

The analysis highlighted that many businesses are currently holding on to cash and playing safe until the conditions for Investment improve.

The analysis tool can track specific companies with the majority in reasonable health with the peak for company dissolution being in 2021.

6.0 AOB

Partnership members discussed pooling together to create an 'investor friendly' approach for potential investors in the city