

Salisbury Place Partnership Meeting Note

7th February 2025

1. Tourism Update

The Place Partnership received an update on the Local Visitor Economic Partnership. An application would be submitted to VisitBritain who would determine if the application met the criteria.

There was discussion around the role of Salisbury within an LVEP, and an explanation that the tiered structure of the new tourism approach should be used to support local initiatives.

2. Marketing Update

The Place Partnership received an update on city marketing. Firstly, there was a presentation on Experience Salisbury, the impact this had had in the city and the requirement for ongoing support.

It was agreed to reestablish a marketing group to look at this and at wider objectives for the city, linked to the LVEP process.

There was a presentation on the results of the Cathedral's Interpretation Strategy, which had improved visitor numbers and satisfaction. The partnership would consider whether this should be looked at for the wider city, to support celebrations and legacy work from the 2028 anniversary.

3. Station Masterplan

An update was given on considerations for development of a station masterplan to look at further opportunities in the area following the completion of the Future High Streets work. It was noted that Network Rail and South Western Rail had ongoing requirements that the plan would need to adjust to, but that it was agreed this was a worthwhile exercise to consider.

4. AOB

The Place Partnership noted this was the final meeting of Robin McGowan as BID Chief Executive, and thanked him for his substantial contribution to forming the partnership, as well as all the work that had been delivered.