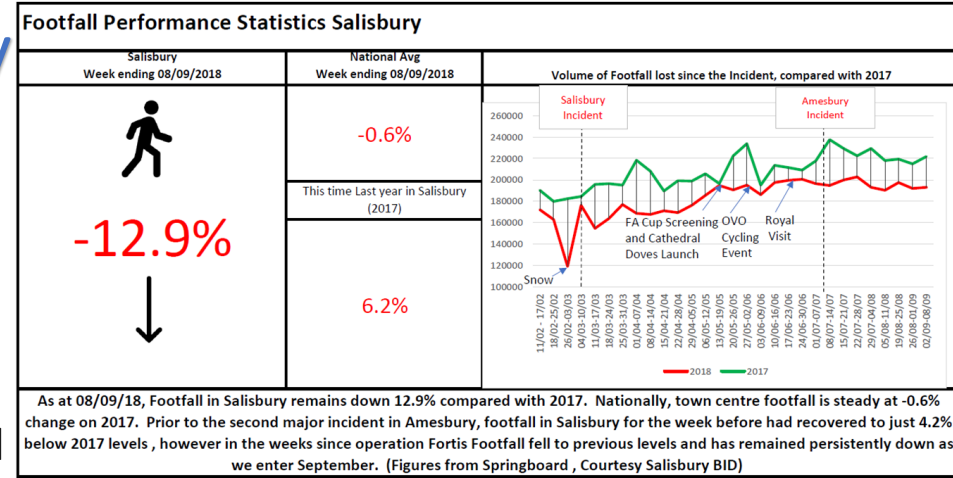


# South Wilts Economic Recovery

- Unprecedented International incident
- Ongoing since March
- Hundreds of emergency services, military personnel, council staff involved



- Some businesses lost 80% of trade. Major impact for shops in the Maltings, the worst affected area.
- 15% overall average reduction in Salisbury footfall over last 6 months.
- 14 businesses temporarily closed - in some cases for months
- 108 businesses provided evidenced of direct impact on their trade
- Tourism sector badly affected - up to 40% drop in trade
- Recovery therefore is a big challenge – changing perception, recovering lost trade, bringing back investment

# Strategic Areas and Goals

## **High Street**

Reposition the local economy to be more resilient and sustainable by revitalising and modernising the high street.

## **Culture**

Expand and diversify the market base, in particular the visitor market.

## **Perception**

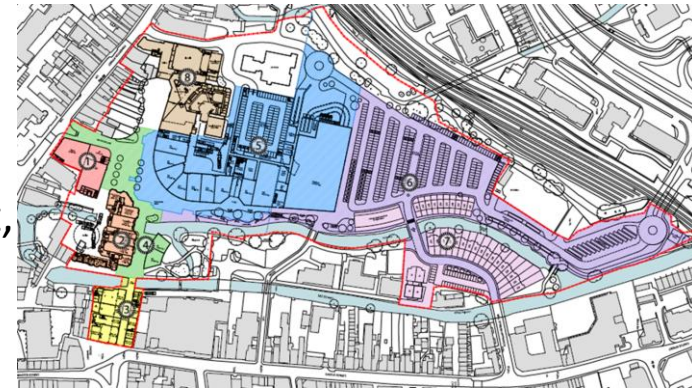
Transform global perception of the city and replace associations of nerve agent with Salisbury's culture, heritage and retail offer as the quintessential medieval city.

## **Growth**

Set the recovery in the context of the wider development of the Salisbury/A303 Growth Zone (Boscombe and Boeing, Porton Science Park, A303, A36, Army rebasing)

## High Street

- Transformation - a long-term strategy for Salisbury city centre and Amesbury
- Retail revitalisation – marketing, skills development, capital investment programme, and support to BID.
- Maltings redevelopment
- Business support
- Events and promotional activity



## Culture

- Development of Cultural Quarter
- Development of new attractions
- Salisbury Museum , Amesbury History Centre, Royal Artillery Museum
- Milestone events –
  - National Armed Forces Day 2019,
  - Cathedral 800<sup>th</sup> Anniversary 2020



## Perception

- Brand Strategy
- Cultural Strategy
- Marketing – Tourism Plan
- Investment and Business opportunities



## Growth

- Porton and Boscombe Down Aerospace and Defence Technologies cluster
- Deliver housing growth in South Wiltshire
- Army Basing
- Transport Infrastructure - A303, A338, A36, Rail
- Skills and Higher Education
- Masterplan / Neighbourhood Plan

