 

Wiltshire Council is working with partners to submit an Expression of Interest (EOI) to bid for investment
from the government’s Future High Streets Fund to support the improvement of Salisbury’s city centre for residents, businesses and visitors.

We want to submit an exciting ambition for the future of Salisbury city centre focusing on the experience,
the offer for tourists, being attractive for young people and being a fertile ground for businesses. Help shape this vision. Please tick what you feel is important and provide your ideas. If you could register your details
we will keep you informed of our plans and seek your formal support for the EOI.

**1: Proposed Objective: Shoppers and customers of high street businesses will
experience Salisbury city centre in new, authentic ways.**

**Would you agree with the following ambitions for Salisbury? Please tick as appropriate**

The city’s retail offer should be varied, providing experience as well as product 🞏

Non-retail services should be high quality, varied and integrated into the retail offer 🞏

The city centre will be a well curated place, with a year-round programme of events 🞏

It should have a strong evening and night time economy 🞏

Shoppers and visitors should find it easy to travel and move around the city 🞏

Technology should enhance the shopping experience 🞏

Invest in Salisbury’s image - access to river side, heritage shop fronts, cafés 🞏

Please add your ideas that would encourage visits and spend in the city

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**2. Should we prioritise the high street experience that appeals to tourists and
increases their propensity to stay longer and spend more?**

**To accomplish this should Wiltshire Council and Partners:**

Invest in a major new tourist attraction eg Son et Lumière 🞏
Enhance the heritage and beauty of the city 🞏

Enhance the gateways to the city including the railway station 🞏

Provide easy wayfinding that draws visitors through the city 🞏

Promote modern hospitality and a larger variety of city centre hotels 🞏

Deliver a varied and curated place including an events programme 🞏

Support technology to enhance the visitor experience 🞏

Please add your ideas that would increase tourism spend

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**3. Would you prioritise an ambition for young professionals to live and put
down roots in Salisbury city centre 🞏**

**What do you believe would help this happen?**

Greater variety of city centre accommodation 🞏

Introduction of mixed work spaces where one can work, relax, connect with others 🞏

Appealing and diverse restaurant and bar offer that meets modern consumer trends 🞏

Improved evening and night time entertainment & leisure offer 🞏

Please add your ideas

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**4. How could Wiltshire Council work with the private sector to boost confidence
 and investment in Salisbury?**

Supporting businesses in adjusting to a changing environment 🞏

Providing internet technology to enable retailers and businesses to thrive 🞏

Improving the gateways to the city 🞏

Focusing on better management of the city centre 🞏

Creating work/make/sell spaces where business owners live and work and sell 🞏

Supporting new businesses in establishing themselves within the high street 🞏

Return underused heritage buildings to economic use 🞏

Please add your ideas

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**Do you support Wiltshire Council’s High Street submission bid for Salisbury?** **Yes 🞏 No 🞏**

Thank you for sharing your ideas for the future of Salisbury. If you are happy for Wiltshire Council to contact you to tell you more about the Future High Streets Fund bid as plans emerge then please provide your contact email address. We will only contact you with relevant information and you can ask to be removed from our mailing list at any time in the future. Your details will not be shared with anyone outside of our organisation.

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Any enquiries please contact Kathryn Furnell at kathryn.furnell@wiltshire.gov.uk