**Notes from the Online Salisbury Tourism Industry Meeting**
**Tuesday 9 June 2020**

**Present;**

Fiona Errington, VisitWiltshire; David Andrews, VisitWiltshire; Billy Grimes, VisitWiltshire; Helen Dalton; Roger Pride, Heavenly; Colin Shaw, Rose and Crown; Lorna Matthews-Keel, Salisbury's Chequered History Guides; Jane Singleton, Stonehenge B&B and Salisbury Cathedral Close B&B; Arron Howle, Peartree Apartments; Cindy Demain-Griffiths, Salisbury Tourism Information Centre; Christine Nielsen-Craig, Sarum College; Paula Portier, Rollestone Manor; Fiona Spear, Wilton Shopping Centre; Jane Thomas, Stonehenge; David Hancock, Ting/Deacons/Caboose; Mark Postlethwaite, Mercure White Hart Hotel; Jo Wood, Salisbury City Council; Jeff Bruce, Stonehenge Campsite; David Hutchinson, Salisbury City Guides; Kate Barker, Salisbury Museum.

**Welcome**

Fiona welcomed everybody to the meeting and thanked everyone for their attendance.

**Presentation on concepts for Salisbury Visual Identity - including opportunity to feedback with Roger Pride, Heavenly.**

==Presentation attached alongside these notes.==

Roger started his presentation by giving a rundown of the process up to now;

- It started with talking to art and design students at Wiltshire College in both Trowbridge and Salisbury and exploring the key elements of creating a visual identity
- The students then visited Salisbury to capture the city for inspiration with photography, sketches etc
- For the next stage the group was reduced to 30 with the most potential. Wanted the process to be beneficial to both the project and to the students themselves
- Workshops took place to discuss how to take the original ideas forwards to a visual identity
- The three main themes and ideas that came through were;
    - The cathedral
    - The chequers
    - Shapes and patterns
- The work done in these workshops were then reviewed and eventually 4 'routes' were developed for the Visual Identity.
- Roger Pride went through 4 routes one by one and asked for feedback, here's a brief summary;
    - Route 1 – The Spire
        - Pro – instantly recognisable as Salisbury and is the biggest pull
        - Con – overused and difficult to be original

- Argument to expand image of Salisbury beyond the cathedral
- There were a few who chose it as their favourite as it is instantly recognisable
  - o Route 2 – Symmetry
    - Has been based on shapes seen around the city, and especially it's symmetry
    - 'visual lexicon' developed for different elements of the city
    - Pro – shapes are still instantly recognisable and original
    - Pro – good mix of heritage and artistry
    - Con – still may be too ecclesiastical?
    - More work to be done on imagery
    - Generally very positively received
  - o Route 3 – The Chequeres
    - The challenge was to adapt the shape into a more elegant, traditional logo
    - More muted colours used
    - Generally a more 'arty' look
    - Con – may be too abstract to conjure up image of chequers
    - Pro – comparison to Stonehenge, another iconic site of the area
  - o Route 4 – Original Foundation
    - Most challenging of the four
    - May need to have a more conventional font alongside it
    - Cons – may be unclear and not have the legacy needed
    - Pro - Most vibrant colour scheme and modern
- Everyone ranked in order of preference, with mixed rankings
- There have also been a series of 1:1 interviews with Salisbury businesses, which will be completed this week

**Update on VisitWiltshire Activity including Covid19 update**

**Support**

- VisitWiltshire are currently sending out e-newsletters (minimum fortnightly) that are providing updates on government, tourism industry and local authority activity and their current marketing strategy and calls for content. You can see the latest newsletter here and if you aren't already subscribed, you can do so here.
- VisitWiltshire has set up an advice page on the website, which details all the latest Government advice and support available, along with useful information and links from various tourism authorities.
- VisitWiltshire's Twitter Biz account is also a great place to stay up to date with the latest updates. If you don't follow the account already, please do.
- VisitBritain/VisitEngland have set up a page dedicated to the latest support available, from funding to looking after employees at this difficult time. It is reviewed and updated regularly
- We are always looking for new topics for our training courses and for guest speakers at future meetings. If there is anything you would like to find out more about, let Billy have your suggestions

- Thank you to everyone who completed our latest survey on the impact of the outbreak on businesses and the government support available. You can see a summary of the key findings [here](). The surveys provide the basis of the lobbying VisitWiltshire is passing onto the government, local and tourism authorities. There is currently a government inquiry into tourism recovery
- As the first plans for re-opening are now in place, can partners please check your product pages on the website and let us know of any amends that you'd like to make i.e. any changes to opening times, booking process, change any images, changing content to include safety/reassurance messaging. Please send any changes to [Billy]() or [Helen]().
- Although a number of the VisitWiltshire team are on furlough, please do get in touch with any issues, queries or updates. We are here to help and will happily pass on any enquiries to local authorities on your behalf. It's always best to contact [Billy]() in the first instance
- Next meetings planned are;
  - Wiltshire Association of Visitor Attractions – 16 June @ 2pm
  - Accommodation Industry Meeting – xx June @ xx
  - If you would like to join either if these meetings please let [Billy]() know

**Marketing**

- Salisbury 2020 Campaign launched pre-lockdown. The maps were produced and received are currently in storage. We are reviewing our distribution plan as places start to re-open and will hopefully be able to get them sent out from July. As part of this we are also looking to produce some Salisbury posters for key sites.
- VisitWiltshire supported the Salisbury Big Weekend from 29 to 31 May 2020. The weekend was a great success
- Our [Virtual Wiltshire](), [Virtual Salisbury]() and [Open Businesses]() pages are still live. We have recently made [Responsible Travel for Wiltshire]() and are working on one for Salisbury. If you have any relevant content for either of these pages please send them to [Helen]().
- We will be supporting the upcoming Salisbury Shopping Campaign, producing blogs and promoting the Salisbury Gift Card
- VisitWiltshire are still sending out their monthly consumer newsletter, if you have anything you would like us to include (e.g. vouchers, offers, online events) then send them to [Helen]()
- We have been running a number of Social Media virtual twitter campaigns. The next one is Friday and themed around history and heritage. Please forward any content to Helen. You can see our previous campaign on Nature and Wildlife [here]().
- We are working with VE on the national certification scheme. Still awaiting government sign off, but should be going live June 18. You can see a PowerPoint to explain the scheme in more detail [here.]()
- VE have confirmed their main initial recovery will be a £4m domestic campaign and they're finalising it now, we will be pushing out content in line with this

Great West Way

- [A Virtual Great West Way]() page has been set up. The page contains videos, virtual tours, and activities that people can watch and interact with during the lockdown
- This week Great West Way launched an advertising campaign targeting responsible travellers for the Great West Way®. You can see the press release [here.]() The adverts are

being displayed on 4 digital screen sites in London. Promoting planning future trips, getting off the beaten track and the rural landscapes with messaging; 'Don't follow the herd' Be Curious, Be Responsible. The images include Wiltshire with North Wessex Downs and the Kennet & Avon Canal. Full details can be seen at [GreatWestWay.co.uk/responsibletravel.](GreatWestWay.co.uk/responsibletravel.)
- Monthly consumer newsletters are still being sent out

**Recovery Planning**

- VisitWiltshire are looking at 3 planning windows for recovery
    o Immediate window; Easing.  May to July –focusing on virtual journeys, social media and plan your visit
    o July to December: Opening.  Focus on reassurance and open spaces
    o 2021  - looking ahead will depend how the next few months go
    o 2020 Survival -  2021 Recovery-  2022 Growth
- What you should be thinking about now;
    o Review you web content and find new ways of telling your own business story.
    o Look at images – do they need changing? Photos with crowds may not be best practice – review how people are interacting in the photos
    o Check your product pages on Visit Wiltshire website for content and images. Update us with any operational changes
    o Create new partnerships and engage with local suppliers.
    o Focus on building your email lists – lead generation
    o Work on a new piece of "big content" for your re-opening – needs to reassure visitors and build in flexibility to booking terms, social distancing and hygiene measures. Needs to welcome visitors and be inspirational.  Messaging needs to be clear and simple.
    o Think about videos – walking visitors through the new normal!
    o Value / Pricing - is there anything you can include for added value? Encourage direct bookings and offer early bookings incentives. Manage demand
    o Check your Google Local search maps are up to date – do you have new opening times or ways to book


    o Audiences - Who are you talking to?  Who is likely to travel? Initially will be more local markets/doorstep visitors. Look at how you can win the hearts and minds of local residents (within 30 mins – 1 hour drive time). How can you appeal to the groups who are more likely to visit early on e.g. Families, Intergenerational groups and  Millennials

**Update from Salisbury BID – Arron Howle**

- Robin and Kara are still working from home
- Up until recently the focus has been on support and communication – running weekly support webinars
- Now moving on towards re-assurance ahead of re-opening
- Signage and stickers being placed around the city

- Increased business promotion

**Update from Salisbury City Council – Cindy Demain-Griffiths**

- Still providing many services; parks remain open and the grounds and maintenance staff are working hard
- Most of the SCC team are working from home
- Market has been open for three weeks – has been a great success and is growing every week
- Shopmobility to hopefully open soon

**Updates from other businesses**

- **English Heritage**
    - o Old Sarum re-opening Saturday 13 June with pre-booking necessary
    - o Stonehenge – hoping to re-open soon with reduced capacity but with full offering
- **Salisbury City Guides and Salisbury Chequered History Guides**
    - o Considering going back to rota walks in July
    - o Exploring use of visors and other PPE
- **Sarum College**
    - o Just held first health and safety meeting to discuss what needs to be done before re-opening – bookings in august
- **Rollestone Manor**
    - o Hoping to re-open in July, but awaiting more guidance
    - o Have been taking part on the 'book direct' campaign and 'pass the pillow' campaign
- **Peartree Apartments**
    - o Has been open for critical workers. Has been managabel as they are self-contained apartments
    - o Hoping to accept normal bookings soon
    - o Have adapted housekeeping strategy
        - ▪ Changed the expectations; more intense cleans, with less regular turn downs
        - ▪ Staggering shift patterns
        - ▪ Contactless check-in and check-out
        - ▪ Have started putting the changes on website; http://stayatpeartree.com/covid https://stayatpeartree.com/safeandclean/