

**Salisbury Tourism Meeting
11 April 2018
Milford Hall Hotel, Salisbury**

Present:

David Andrews – VisitWiltshire
 Theresa Hopwood – VisitWiltshire
 Amanda Newbery – Chapel Nightclub
 Tim Bebbington – Amesbury History Centre
 Janine Osmond – Room in the Garden
 Christine Nielsen-Craig – Sarum College
 Robin McGowan – Salisbury BID
 Alex Makwana + 1 – Salisbury Reds
 Geoff Cain – Executive Connection
 Katya – Old Ale and Coffee House
 Karen Dawson – Legacy Hotels
 Roz Mitchell – Salisbury Cathedral
 Amanda Guest – Milford Hall
 Jane Singleton – Stonehenge B & B

Florence Wallace – VisitWiltshire
 Rachel Finlay – Wiltshire Council
 Claire Pitcher – Live Escape
 Agnieszka Zieniewicz – City Lodge
 Louise Tunnard – Salisbury Museum
 Caroline Donaldson-Sinclair – Custard Communications
 Mark Postlethwaite – White Hart
 Emma James – Mompesson House
 Lizzie & David Guild – Newton Farmhouse
 Derek McNeill – Legacy Rose and Crown
 Kara Rogers – Salisbury BID
 Amber Rawlings – Salisbury Cathedral
 Martyn Grubb – Milford Hall

Apologies:

Paula Portier – Rolleston Manor
 Claire Burden – Salisbury City Council

Andy Beal – Salisbury & South Wilts Golf Club

Topic	Actions	Who
<p>Introductions and How's Business Updates around the room, most attendees reported a drop in business following the March incident, but this did vary by sector and location. Small accommodation providers seemed particularly affected.</p>	Circulate latest tourism impacts assessment	DA
<p>Salisbury Incident Rachel Finlay from Wiltshire Council Network Enterprise updated on actions being taken by Wiltshire Council to support business and confirmed the plan is now in the Recovery Stage. Immediate "First Aid" was given to businesses in the immediate vicinity who saw business fall by 90+%. Subsequent funding for businesses with immediate needs eg paying staff, utilities etc. This initial outreach is now transitioning into more strategic assistance eg financial planning and specialist business advice. Three areas of help available for businesses:</p> <ul style="list-style-type: none"> • Hardship Fund – a case needs to be presented with evidence of impact financially and on business • Rate Relief – Rachel can assist with process of applying for Rate Relief • Business Resilience Training – running one 2-3 hour course weekly from 23 April. Please feedback to Rachel on best days/times for your business. <p>Rachel concluded that there is support and help available, just ask. She also re-iterated that this support will be ongoing. Contact: 01722 569122 / 07979 117699, rachel.finlay@wiltshire.gov.uk</p> <p>Robin McGowan Salisbury BID reported that the BID have particularly been concentrating on positive communications – Salisbury is Open moving to Business as Usual. The BID continue to offer benefits to businesses in the BID area, including Cost Reduction Service, Salisbury Gift Card, and further development of the Christmas Market.</p>	Contact Rachel for assistance and business support.	ALL

<p>David Andrews reported on first survey results and distributed summary of responses. Further surveys will follow. David detailed the priorities for recovery that have come from these responses. The priorities identified by Salisbury industry are: tactical marketing campaign; an Influencer/ PR campaign; travel trade activity; developing a Salisbury brand positioning, and running a brand campaign. It is hoped that brand positioning will be developed in partnership with partners and stakeholders as part of the new recovery group's marketing cell.</p> <p>DA also gave an update on the tourism recovery plan submitted to DCMS (see latest impact assessment update). An updated tourism recovery plan is being developed for the £200k tourism recovery funding, a draft of which will be circulated to the Salisbury tourism group for input.</p> <p>General Discussion followed and there was agreement that events were very important to rebuilding footfall in the City. Salisbury Cathedral/ the BID and Salisbury Museum all have a comprehensive diary of events planned. It was agreed that Travel Trade activity was extremely important, and that there was a need to contact group organisers, as well as journalist. Flo Wallace confirmed that this is already happening.</p>	<p>Please respond to future surveys</p>	<p>All</p>
<p>Regular Updates</p> <p>Flo Wallace gave an update on recent VisitWiltshire activity including:</p> <ul style="list-style-type: none"> • Launch of Food & Drink campaign, 100,000 copies of map printed and supported by digital campaign. • Feedback on Residents Week with almost 800 downloads has been positive. We expect to run this as a full event during English Tourism Week in 2019. • PR Update – good coverage of Residents Week, positive Salisbury messages in The Metro and Travel GBI, journalist fam visits • Our proactive PR has resulted in confirmations of themed city press visits from the Times and Express. • Trade Update – Summary of recent fam visits and trade shows attended, trade newsletter being worked on. • Update on website activity including 70% increase on last year between 8 and 15 March. Organic search is +27%. • Call out for Special Offers and events especially for May Bank Holidays. • Fam Passport sent out before Easter, greater value than ever, over £1,700 <p>Written update from Salisbury City Council:</p> <ul style="list-style-type: none"> • Producing, in conjunction with Wiltshire Council, a 36 page A% colour brochure to promote Summer in the City to local residents • SCC are taking part in Love Your Local Market, running competitions and promotions from 17-31 May • Shortly launching a litter campaign #cleanupsalisbury • CCTV likely to be handed over to SCC in very near future 	<p>Send details to Flo</p>	<p>All</p>

Next meeting

- VisitWiltshire to send out a doodle poll for a May meeting, venue TBC